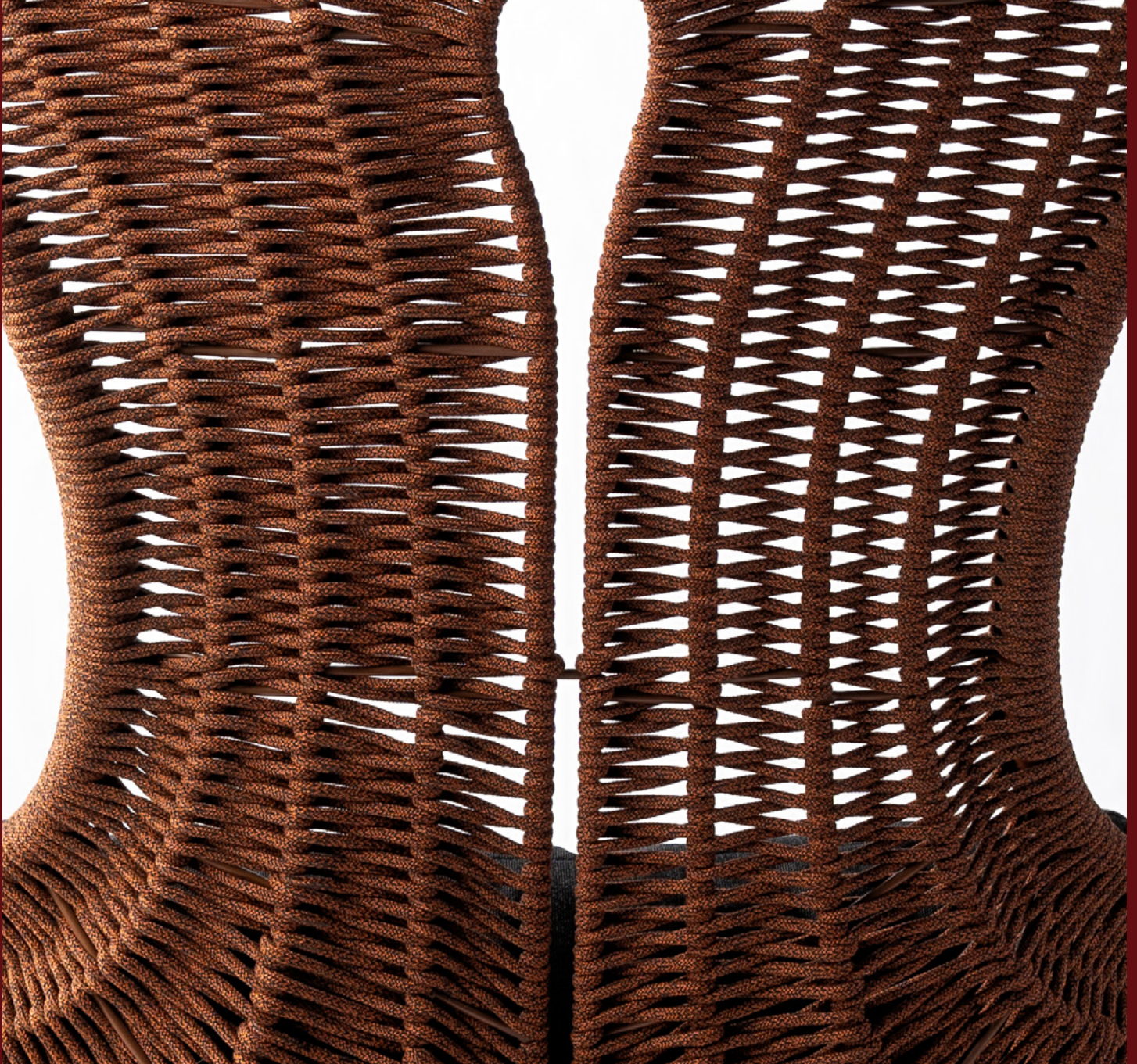




# Annual Report

Year  
2023



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Center for International Trade Expositions and Missions





# ABOUT THE CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

CITEM is the export promotion arm of the Philippine Department of Trade and Industry (DTI). For 40 years, CITEM has been championing the country as a premier sourcing 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 significant participation in overseas trade fairs and high-profile promotional activities in key trade markets, and simultaneously organizes signature international trade events in the Philippines.

## CITEM undertakes Design for Export Initiatives:

Export Coaching/Seminars

Product/Merchandise Development (for Manila FAME)

Value Food Innovation Program (for IFEX Philippines)

Digital Promotion and Content Development

Hosted Market Intelligence Tour (in time with an overseas trade fair)







**Executive Director  
Edward L. Ferreira**

# CITEM

**has continuously  
improved our services  
to meet the changing  
needs of the  
international market.**

## MESSAGE FROM THE EXECUTIVE DIRECTOR

I embraced the challenge of steering CITEM to greater heights with much zest and confidence, knowing that I have a dedicated and highly capable team behind me who has successfully weathered the most difficult times in recent years. As the Department of Trade and Industry's export promotion arm, CITEM has continuously improved our services to meet the changing needs of the international market. I firmly believe that our collective effort and commitment to service and excellence have been instrumental to the agency's success, and the positive results of the past year serve as a testament to the effectiveness of these principles in driving us forward.

In 2023, CITEM doubled down on its mandate of providing export market access to export-ready companies through CITEM Signature Events and Philippine participation in Overseas Trade Fairs (OTFs). CITEM mounted two Signature Events in physical format, IFEX Philippines which took place from September 26 to 28, 2023, followed by Manila FAME from October 19 to 21, 2023.

The 16th edition of IFEX Philippines showcased premium food products of 454 exhibitors and attracted 747 trade buyers, leading to recorded export sales of US\$162.293 million and PhP159.710 million in domestic sales. Meanwhile, Manila FAME returned to the World Trade Center Metro Manila after a three-year hiatus. Focusing on promoting 100% Filipino artisans and manufacturers, Manila FAME onboarded 260 exhibitors, generating US\$6.577 million export sales from 1,418 trade buyers. Manila FAME also assisted some 40 MSMEs in producing 425 new designs which were featured in the trade show.

CITEM also remained steadfast in ensuring increased exposure for the country's products at various international trade fairs, namely, Ambiente in Frankfurt, Germany; Gulfood in Dubai; China ASEAN Expo (CAEXPO) in Nanning, China; Anuga in Cologne, Germany; China International Import Expo (CIIE) in Shanghai, China; and Maison et Objet and More (MOM), the digital platform of Paris-based Maison & Objet.

In our continued effort to drive digitalization, CITEM diligently maintained and fortified its five digital promotion, content marketing, and business lead generation platforms: fameplus.com, IFEXConnect.com, foodphilippines.com, createphilippines.com, and sustainability.ph. Backed by numbers, these platforms have proven to be invaluable tools in empowering MSMEs to expand their reach into new markets and connect with a broader audience.

Outside of signature events and overseas trade fairs, CITEM also hosted "TANYAG: An Evening with International Trade Partners" which was attended by His Excellency, President Ferdinand "Bongbong" Marcos Jr., and more than 170 guests, including members of the diplomatic corps, foreign ambassadors, members of foreign chambers, and foreign investors.

As a prelude to Manila FAME, CITEM organized 'Pagsibol: A Gala Night Celebrating Filipino Design Excellence in celebration of its 40th Anniversary' which was graced by First Lady Liza Araneta-Marcos and attended by 192 members from the trade, industry, and diplomatic corps.

CITEM also hosted the 36th Asian Trade Promotion Forum (ATPF) CEO Meeting after 32 years, marking another milestone for the agency. Bringing together 14 member trade promotion organizations, the event facilitated discussions on bolstering trade relationships, creativity, and innovation in Asia.

As a result of these efforts, CITEM successfully assisted 1,535 export-ready companies, generating a total of USD 1,358.266 million in reported export sales and facilitating 23,795 trade inquiries or leads from 4,938 local and international trade partners in 2023.

CITEM aims to build upon these achievements and further strengthen our initiatives to establish the Philippines as a leading destination for quality export products and services. We will continuously explore innovative ways to champion Philippine products and look out for emerging trends in order to stay ahead of the market. CITEM is dedicated to fostering a dynamic and flourishing export sector, and we are confident that our relentless pursuit of excellence will propel the Philippines to even greater heights of success in the coming years.



A circular graphic with a gold border. At the top, the word "CITEM" is written in a white, stylized font. Below it, the year "2023" is displayed in large, bold, gold-colored numbers. Underneath "2023", the word "ACCOMPLISHMENTS" is written in a smaller, white, sans-serif font. A small gold dot is positioned at the top of the circle's border.

CITEM  
**2023**  
ACCOMPLISHMENTS

Signature Events  
Overseas Trade Promotions Program (Hybrid, Physical, and Digital Format)  
Digital Trade and Community Platforms (DTCP) and Websites  
Other Trade Promotion Events and Programs

In FY2023, the DTI's Center for International Trade Expositions and Missions (CITEM), continued to facilitate export market access to export-ready companies through CITEM Signature Events and Philippine participation in Overseas Trade Fairs (OTFs) — programs have proven to expand trade opportunities to local companies through exposure to a wide network of buyers and suppliers for their products.

Furthermore, CITEM has sustained its efforts to address asymmetric market information through acceleration of promotional activities in its various digital trade and content marketing platforms and respective sectors, namely: fameplus.com for Home, Fashion, and Lifestyle (HFL); createphilippines.com for the Creatives community; foodphilippines.com and ifexconnect.com for Food, Ingredients, and Food Services; and Sustainability.ph for Environmental and innovative ecological thrusts. These are reflective of the CITEM banner programs DESIGNPhilippines, CREATEPhilippines, FOODPhilippines, and Sustainability Solutions Exchange (SSX), respectively.

Overall, as of end-December 2023, CITEM successfully assisted 1,535 export-ready companies helping generate a total of US\$1,358.266 Million in reported export sales (booked and under negotiation) and 23,795 in trade inquiries or leads from 4,938 local and international trade partners around the world. These results exceeded the targets set by CITEM under the General Appropriations Act (GAA) for said year, as seen in the following:



# TARGETS & ACCOMPLISHMENTS

# 2023

**2,043%**  
**TOTAL EXPORT ORDERS**  
 2023 GAA Target: US\$66.49M  
 ACTUAL: US\$1,358.266M

**133%**  
**Percentage of returning SMEs in Signature Events**  
 2023 GAA Target: 47%  
 ACTUAL: 62.69%

**214%**  
**Number of SMEs/companies participating in Export Promotion Activities**  
 2023 GAA Target: 718  
 ACTUAL: 1,535



**259%**  
**Number of Trade Buyers Attending Export Promotion Events (unique count)**  
 2023 GAA Target: 2,684  
 ACTUAL: 6,948

**418%**  
**Number of Trade Inquiries in Export Promotion Events**  
 2023 GAA Target: 5,691  
 ACTUAL: 23,795

# 2023





## MANDATE

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CITEM contributes to DTI's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It enhances its presence in the global market through trade fair participations and missions, promotional campaigns, other export promotions programs, and community building.

## VISION

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By 2023, CITEM will be a globally recognized export promotion agency that brings Philippine products and services in priority markets.

## MISSION

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CITEM enables Philippine companies to become global champions through sustainable export promotion programs and activities.



## CORE VALUES

|          |                      |
|----------|----------------------|
| <b>S</b> | Stakeholder-centric  |
| <b>E</b> | Excellence           |
| <b>R</b> | Resource stewardship |
| <b>V</b> | Versatility          |
| <b>E</b> | Empowerment          |

## CITEM 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; and
- Adhere to the principles of good governance.

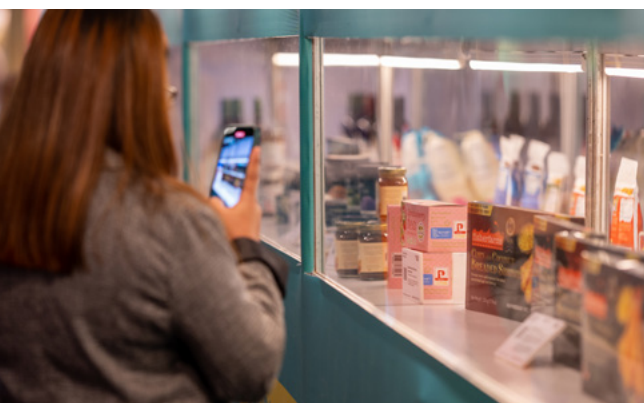
## SIGNATURE EVENTS

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.

**Exhibitors:** 454  
**Trade Buyers:** 747  
**Export Sales:** US \$162.293M  
**Domestic Sales:** PhP 159.710M







**26-28 MAY 2023**

**Exhibitors: 454**

**Trade Buyers: 747**

**Export Sales: US \$162.293M**

**Domestic Sales: PhP 159.710M**

IFEX Philippines, the Philippines' biggest international trade show for food and ingredients, continued to provide a global trade platform for the development and promotion of Philippine food MSMEs (micro, small, and medium enterprises). IFEX Philippines maintained the country's prime position in the global market as a choice destination for quality food products and services. The 16th edition of IFEX Philippines successfully showcased top products of 454

exhibitors (unique count) and networked these companies to 747 trade buyers, leading to recorded export sales of US \$162.293M and PhP 159.710M in domestic sales.

IFEX 2023 showcased thousands of Philippine and Asian food products and services that aimed to capture the global market. Top-selling products were fruits and vegetables, snacks and crispy and savory food, beverages, biscuits and confectioneries, and fine food and specialties.



### 19-21 OCTOBER 2023

Exhibitors: 260

Trade Buyers: 1, 418

MSMEs Assisted: 40

Export Sales: US\$6.577M



After a three-year hiatus due to the pandemic, Manila FAME reopened its doors to trade buyers, marking its return to physical conduct at the World Trade Center Metro Manila in Pasay City, Philippines.

For the 2023 edition, Manila FAME focused on promoting 100% Filipino artisans and manufacturers, giving them the spotlight to showcase Filipino quality craftsmanship and excellent product design. A total of 260 exhibitors participated in Manila FAME,

generating US\$6.577M export sales from 1,418 trade buyers.

In its 2023 edition, CITEM's Manila FAME assisted 40 MSMEs in generating 425 new designs in the Fashion, Furniture, Home, and Lighting product categories, which in turn, were featured in this year's edition of Design Commune curated by renowned product specialists Tony Gonzales for the home sector and the tandem of Rita Nazareno and Gabriel Lichauco for the fashion sector.



# MANILA FAME



## OVERSEAS TRADE PROMOTION PROGRAMS

*(in hybrid, physical and digital format)*

In FY2023, CITEM organized Philippine participations in Overseas Trade Fairs (OTFs) in physical and digital formats for the following events and missions: 1) Ambiente to promote Philippine-made HFL products in Germany; 2) GULFOOD to promote PhilippineHalal, organic, and specialty Filipino food products in Dubai; 3) Maison et Objet and More (MOM) to promote Philippine-made HFL products across Asia and Europe; 4) China-ASEAN Expo (CAEXPO) to promote Philippine food and non-food products in China; 5) Anuga to promote Philippine food and beverage products in Germany; and, 6) China International Import Expo (CIIE) to promote Philippine food products in China.

**Exhibitors:** 454

**Trade Buyers:** 747

**Export Sales:** US \$162.293M

**Domestic Sales:** PhP 159.710M



DESIGN **Philippines**



FOOD **Philippines**





## Ambiente

Frankfurt, Germany | 03-07 February 2023  
Physical participation

Companies: 30  
Trade Buyers: 448  
Trade Inquiries: 670  
Total Sales: US \$2.730M



Ambiente is the world's leading international trade fair for products for the table, kitchen and household, gift articles, jewelry and fashion requisites, decorative products, interior design concepts, and furnishing accessories. A total of 4,561 exhibitors occupied the entire Frankfurt exhibition center and impressed 154,000 visitors from more than 170 nations.

The return of DESIGNPhilippines to Ambiente brought into focus CITEM's Partner Artisan Community program with the participation of the Provincial Government of Tarlac. The participation showcased the

provincial branding of Tarlac highlighting 10 companies from the province (a mixture of both exporters and indirect exporters) and their products of high-quality craftsmanship and design.

The Philippine participation in Ambiente carried the theme "Hands That Work," which was creatively showcased in a 118-sqm Philippine pavilion. The Philippine pavilion featured 30 companies occupying two booth spaces: Stand 42 and Stand 52 at Hall 10.4 Messe Frankfurt exhibition grounds. Of the 30 companies, 10 came from the featured Province of Tarlac.

These companies underwent CITEM's Product Development Program, while the final selection was made with partner agency Design Center of the Philippines (DCP).

The Philippine participation in Ambiente 2023 generated US\$2.730M in total sales (booked and negotiated) from 448 trade buyers, with over 670 trade inquiries received by 30 participating Philippine companies. The best-selling products included products made of natural materials, sustainable products, and small furniture.



# Gulfood

Dubai, United Arab Emirates | 20-24 February 2023

Hybrid participation

Companies: 18

Trade Buyers: 440

Trade Inquiries: 1, 050

Total Sales: US \$50.750M

# Philippines



The Gulf Food Hotel and Equipment Exhibition and Salon Culinare (or GULFOOD) is one of the world's largest food and beverage trade exhibitions. It is a top-rated 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 worldwide. It is a renowned international platform dedicated to food and beverage processing in the Middle East and North Africa (MENA) region, attracting more than 98,000 key industry players and decision-makers and over 5,000 exhibitors yearly. As one of the world's largest food and beverage trade exhibitions, GULFOOD is instrumental in expanding the Philippines' market share in the global halal trade.

The 18th Philippine participation in the 29th edition of GULFOOD consisted of a 126 sqm pavilion that showcased products of 18 participating Philippine food companies. These companies generated 1,050 trade inquiries and recorded US\$50.750M in total sales (booked and negotiated) from 440 trade buyers. Twenty-five percent (25%) of the total export sales generated by the Philippine participation in Gulfood 2023 were booked or spot sales, while 75% were potential sales (sales under negotiation). The best-selling products included fruit preserves, fresh cavendish bananas, mixed food products (carried by consolidators), frozen milkfish and shrimp, and sauces and condiments.







## CHINA-ASEAN EXPO (CAEXPO)

Nanning, Guangxi, China | 16-19 September 2023

Physical participation

Companies: 18

Trade Buyers: 440

Trade Inquiries: 1, 050

Total Sales: US \$50.750M



The China-ASEAN Expo (CAEXPO) is the only international trade fair in the region dedicated to promote the China-ASEAN Free Trade Area (CAFTA) and to celebrate regional economic and trade cooperation between China and member ASEAN countries. CAEXPO is significant to the Philippines as it provides access to diverse opportunities for trade and investments arising with China's continued economic expansion. While capacitating SMEs to showcase the Philippines as a viable sourcing destination of export quality products and services, CAEXPO fosters goodwill between the Philippines and China on levels of trade, tourism and investment.

In the 20th edition of CAEXPO, the Philippines was featured in the following:

### Philippine Pavilion at Commodity Hall

The Philippine Commodity Pavilion showcased **fifteen (15) companies**. Total sales generated by the 15 participating SMEs was **US \$10.357M** from **25 trade buyers**. Fresh durian, various tropical fruits, and ready-to-drink calamansi juice were the top selling products.

### The Philippine National Pavilion at the City of Charm

The Philippine National Pavilion showcased the products of the country's City of Charm, Tuguegarao City. The Tuguegarao Cultural Performers gave a glimpse of the vibrant culture and arts in the Philippines through their musical and artistic performance.



### Investment Promotion Activities

Various investment promotion activities were supported by CITEM along with the head of delegation, DTI Undersecretary Ceferino Rodolfo, PEZA Director General (DG) Tereso Panga, COC Tuguegarao City Mayor Maila Rosario-Ting Que. These activities were as follows:

#### 1. 20TH CAEXPO Roundtable Meeting on Investment Cooperation

16 September 2023

Citing this year's theme, "China-ASEAN Cooperation on Green Low-Carbon and Digital Economy", PEZA DG Tereso Panga highlighted the importance of embracing of today's digital era and Industry 4.0 with the implementation of environmental, health and safety programs to provide a globally competitive and sustainable business environment for investors in the Philippines.

#### 2. Philippine Investment Forum

16 September 2023

The Philippine Investment Forum was held to attract and inform investors and members of the media about the trade and investment opportunities in Tuguegarao City and in PEZA economic zones, particularly in renewable energy, information technology, and agro-industry. The forum was attended by over 80 participants

#### 3. Promotion Conference on ASEAN Industrial Parks & Project Matching Meeting

17 September 2023

PEZA, the country's largest economic zone authority, was invited to join CAEXPO to deepen the investment cooperation between China and ASEAN countries and to provide ASEAN industrial park operators, such as PEZA, a platform to showcase and communicate with interested investors face-to-face. The event was attended by about 150 delegates from 10 ASEAN country industrial parks, including PEZA.

#### 4. China's "City of Charm" Hangzhou Economic & Trade Cooperation Promotion Conference

17 September 2023

Hangzhou, known as the "City of Charm" in China, held its Economic and Trade Cooperation and Exchange Promotion Conference to foster high-level cooperation and exchanges in trade and investment, cultural exchanges, and industrial cooperation. This was attended by 10 ASEAN representatives from cities carrying the "City of Charms" banner, including Tuguegarao City Mayor Maila Rosario Ting-Que, who delivered her speech showcasing Tuguegarao City as the only digital city in Cagayan Region and investor-ready city for the Information Technology and Business Process Management (IT-BPM), tourism, and infrastructure. During her speech, Mayor Ting-Que underscored Dataland's North Gateway Business Park as a new business hub for IT investors.







## ANUGA

Cologne, Germany | 7-11 October 2023  
Physical participation

Exhibitors: 24  
Trade Buyers: 307  
Trade Inquiries: 456  
Total Sales: US \$22.924 M



Held biennially in Cologne, Germany, ANUGA (Allgemeine Nahrungs- und Genussmittel-Ausstellung General Food and Drink Trade Fair) is one of the largest and most important food and beverage industry trade events in the world. For its 2023 edition, ANUGA, under the theme “Sustainable Growth,” was attended by an estimated 140,000 trade visitors from 200 countries and showcased around 7,900 exhibitors from 118 countries.

The Philippine participation in ANUGA 2023 showcased two branded exhibits featuring a total of 24 exhibitors in a unified pavilion in Hall 1.2 (Fine Food). The Philippine Pavilion occupied a total area of 145 sqm covering FOODPhilippines (80 sqm) and CoconutPhilippines (65 sqm).

A major driving force that influenced the Philippine participation in ANUGA 2023 was the strong interest of Philippine food Business Support Organizations (BSOs) and exporters to join the 2023 edition. These stakeholders saw the importance of the Philippine’s constant presence in Europe’s biggest food event as a factor that drives export sales.

FOODPhilippines’ 14 participating companies in ANUGA 2023 generated total export sales of US\$22.924 Million from a total of 307 trade buyers with 456 inquiries. Best-selling products were canned tuna, banana chips, canned food products, and snacks.







## MAISON&OBJET AND MORE (MOM)

January-December 2023  
Digital participation

Companies: 14  
Trade Buyers: 665  
Trade Inquiries: 573  
Products: 902

MOM is the Digital 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 2023, CITEM showcased 14 participating companies in MOM. These brands received 573 inquiries from 665 unique buyers. A total of 902 products were also featured and promoted live via MOM during the entire year.

## CHINA INTERNATIONAL IMPORT EXPO (CIIE)

Cologne, Germany | 7-11 October 2023  
Physical participation

Companies: 16  
Trade Buyers: 81  
Trade Inquiries: 351  
Total Sales: US \$ 1,102.636M

CITEM returned for the 6th time to the China International Import Export (CIIE), the first national-level import-themed professional trade fair in the world, held at the National Exhibition and Convention Center (NECC), Shanghai, China on 5-10 November 2023.

The 6th edition of CIIE was the event's full return to in-person exhibition since the onset

of the pandemic in 2020. It has also set a new record with almost 300 companies and industry leaders in attendance, all from the Global Fortune 500. With over 3,400 exhibitors from 154 countries and regional and international organizations along with 394,000 professional visitors, CIIE's 6th edition signified the expo's full-recovery to its pre-pandemic levels.

CITEM's participation during this edition showcased the rich and diverse heritage of Philippine food landscape through a 162 sqm FOODPhilippines pavilion at the food and Agricultural Hall of the NEC that featured 16 companies. Exhibitors at the FOODPhilippines Pavilion received a total of 351 inquiries from 81 trade buyers and generated US\$ 1,102.636M in total sales for the participants, inclusive of the purchase agreements, booked sales, and sales under negotiation. Top selling products were durian, bananas, specialty coffee, and pineapples.





# DIGITAL TRADE AND COMMUNITY PLATFORMS (DTCP) AND WEBSITES

As of end-December 2023, CITEM was able to build and maintain five (5) digital promotion, content marketing, and business lead generation platforms:

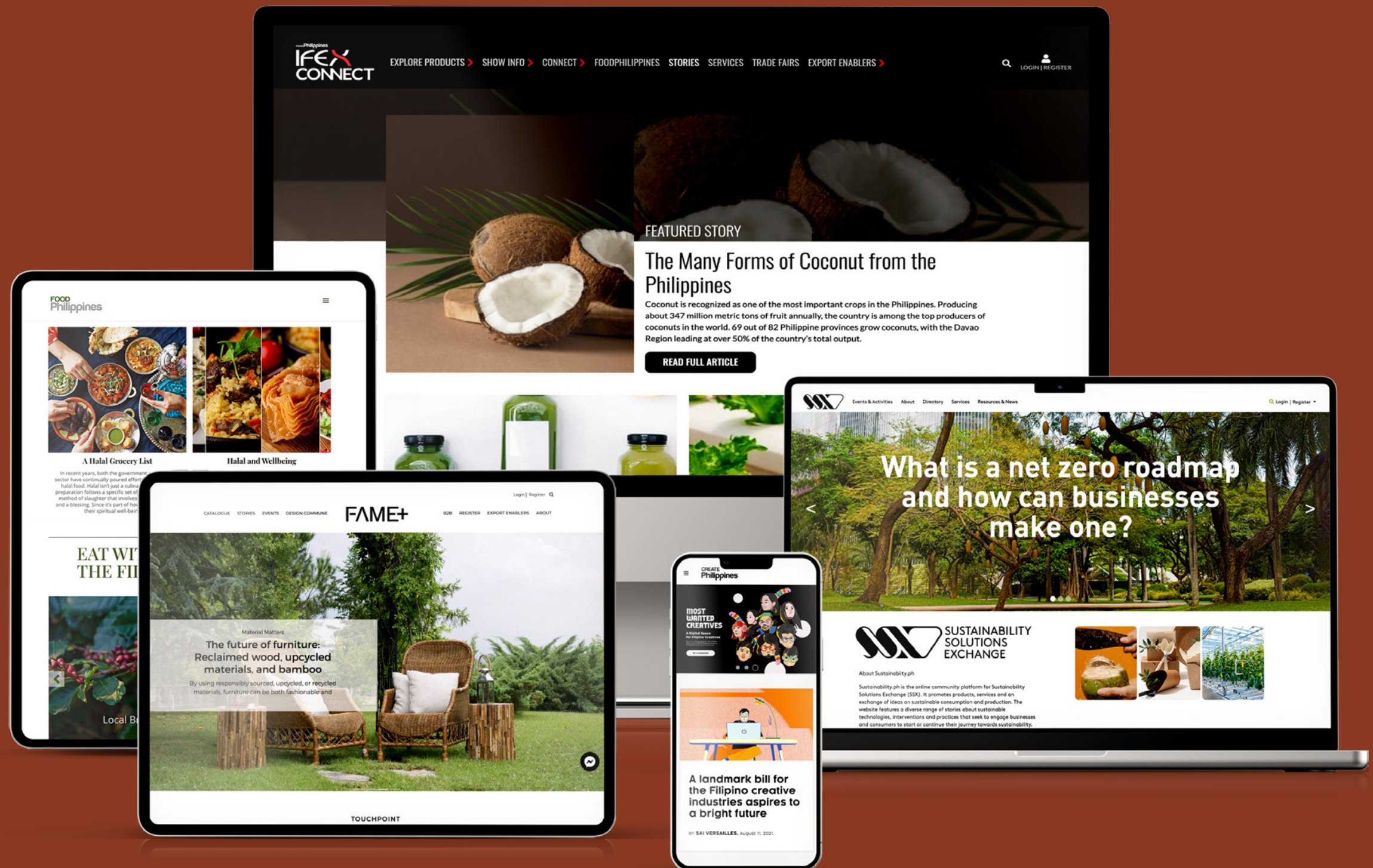
1. fameplus.com
2. IFEXConnect.com
3. foodphilippines.com
4. createphilippines.com
5. sustainability.ph

Exhibitors Onboarded: 714

Trade Buyers Registered: 2,817

Website visitors (unique users): 513,718

Website page views: 1,446,358



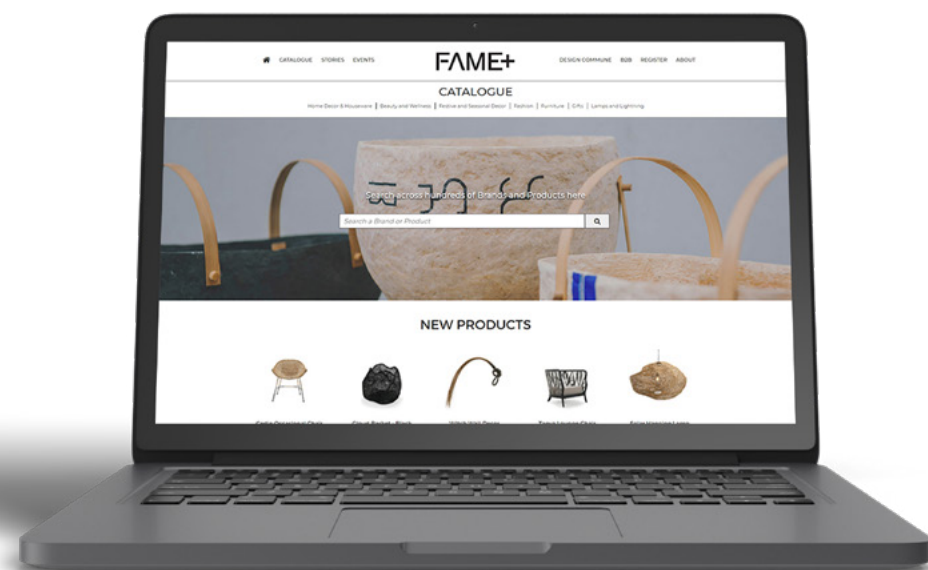




# FAME+

FAME+ is the agency's digital sourcing and storytelling platform for the home, fashion, and lifestyle (HFL) sectors which was launched in October 2020. The [www.fameplus.com](http://www.fameplus.com) website houses catalogs of premium homeware, furniture, lighting, apparel, footwear, jewelry, art, and lifestyle products. For the period January to December 2023, 260 exhibitors were onboarded in the platform.

Through FAME+, the discoverability of Philippine brands was amplified to a large extent, and sourcing of Philippine products was enabled anywhere in the world for 24 hours a day, 365 days a year. At year-end, the platform has reached over 590,000 users since its launch in 2020 with over 146,000 users recorded from January to end-December 2023. Furthermore, the buyer campaigns have resulted in 1,663 buyer registrations for the period of January to December 2023. 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.



# IFEX CONNECT

IFEXConnect.com is the digital sourcing platform for premium quality and unique Philippine 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 across the world through CITEM's effective content marketing and strategic digital efforts. As the online home of the Philippines' biggest international trade show for food and ingredients, IFEX Philippines, IFEXConnect offers optimized sourcing, learning, networking, and B2B opportunities for the global food export community 24/7. For the period of January to December 2023, 454 exhibitors were onboarded while the buyer campaigns have resulted in 1,154 buyer registrations for the same period. As of year-end, the platform has reached over 188,000 users since its launch with over 70,000 users recorded from January to December 2023.

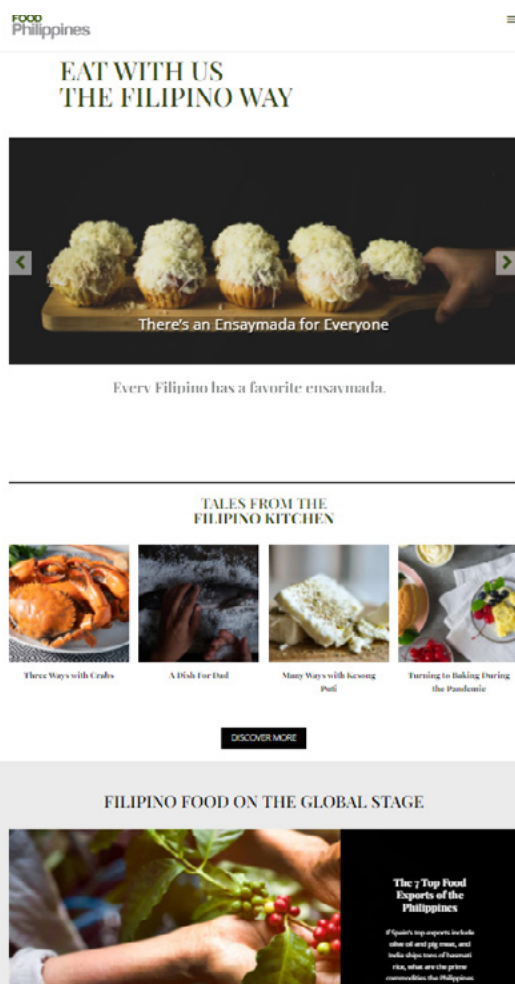






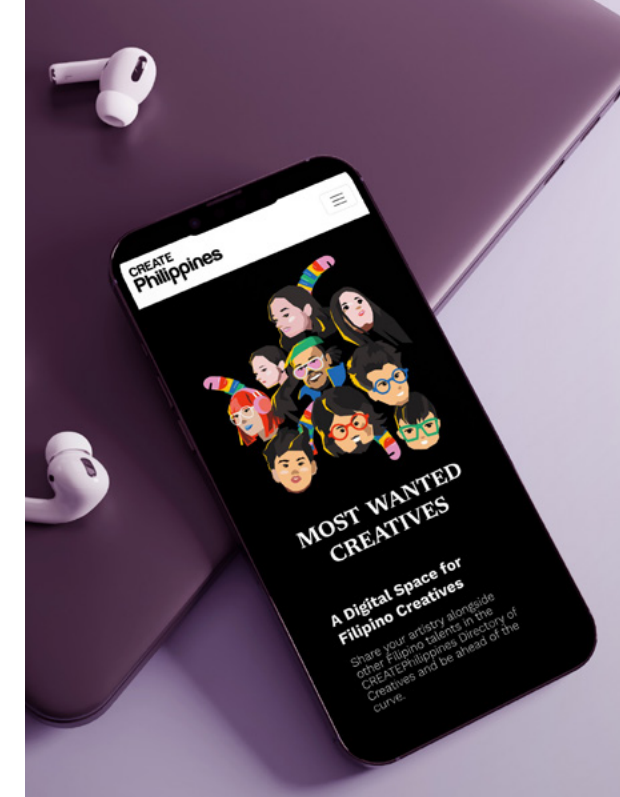
# FOOD Philippines

FOODPhilippines.com is an online destination for all content that promotes Philippine food, overseas trade fairs carrying or promoting the FOODPhilippines brand, CITEM-organized events, particularly IFEX Philippines, and all food-related efforts of 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 traditional and modern recipes. Together with ifexconnect.com, foodphilippines.com was launched to the public on 23-25 September 2021 during the first IFEX Philippines Digital Expo. It has reached over 170,000 users since its launch and over 123,000 users from January to December 2023.



# CREATE Philippines

CREATEPhilippines.com was officially launched during CREATEPhilippines Creative Futures held on 28-29 June 2021. The CREATEPhilippines website showcases original and aggregated content for the various creative industries, with special features or spotlights on the following cultural domains: Advertising, Film, Animation, Game Development, and Design. Since its launch, the platform has reached over 71,000 users and over 23,000 users from January to December 2023.



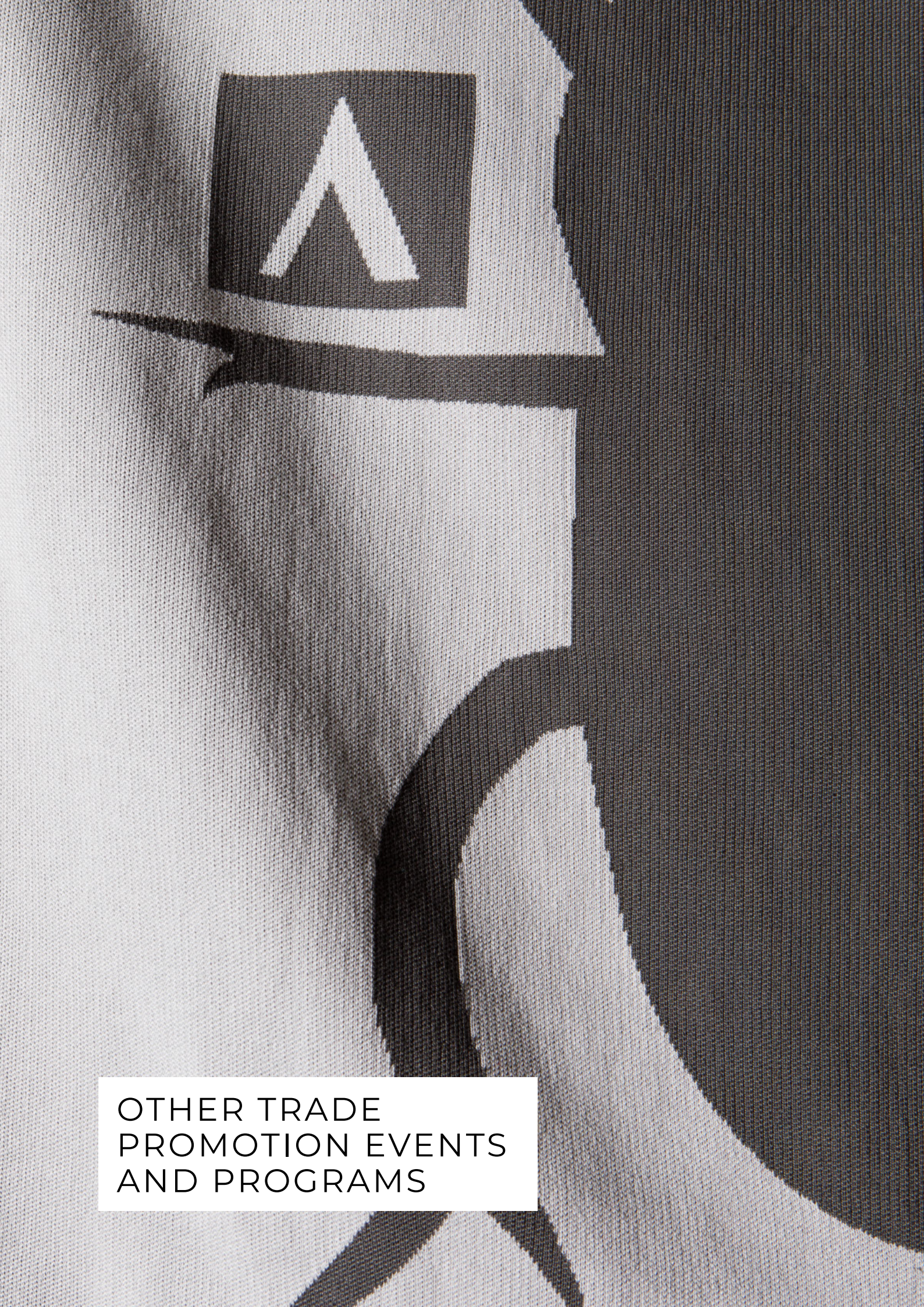




Sustainability.ph is the online community platform for Sustainability Solutions Exchange (SSX). The website serves as a platform that promotes products and services while providing an online venue to exchange ideas on sustainable consumption and production. It features a diverse range of stories about sustainable technologies, interventions, and practices that seek to engage businesses and consumers to begin or continue with their journey towards sustainability. Since its launch, the platform has reached over 176,000 users as of end-December 2023.



OTHER TRADE PROMOTION EVENTS AND PROGRAMS





# 'TANYAG': AN EVENING WITH INTERNATIONAL TRADE PARTNERS

Taguig City, Philippines / 03 March 2023



The Department of Trade & Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), hosted “TANYAG: An Evening with International Trade Partners” at the Shangri-La Tvhe Fort, Taguig City on 03 March 2023. His Excellency, President Ferdinand “Bongbong” Marcos Jr. attended the gathering of international trade partners and delivered his message to more than 170 guests, including members of the diplomatic corps, foreign ambassadors, members of foreign chambers, and foreign investors interested in doing business in the Philippines. A total of 19 Ambassadors from the following countries graced the event: Belgium, Brazil, China, Egypt, European Union, Hungary, Ireland, Kuwait, Laos, Nigeria, Oman, Poland, Russia, Spain, Thailand, Timor Leste, Turkey, UAE, and Vietnam.

CITEM Executive Director Dr. Edward L. Ferreira gave the opening address that put a spotlight on Philippine-made products for the Filipinos and for the world. Trade and Industry Secretary Alfredo Pascual also gave a message of appreciation of CITEM’s contributions to Philippine exports and introduced the guest of honor and keynote speaker, President Ferdinand “Bongbong” Marcos Jr.

Philippine President Marcos said that he welcomed this event “with pride and excitement as we showcase Philippine-made products for Filipinos and for the rest of the world.” He also mentioned that in this age of economic transformation, “we note the important role of our local and foreign trade partners, organizations, and stakeholders to the country’s export performance in the past years.”

The event cemented CITEM’s role as the primary export trade promotions arm of the DTI. A total of **PhP72.489 Million in Public Relations (PR) value or media mileage** was generated for the agency by this event.







# PROMOTING FILIPINO FASHION DESIGN AND CREATIVE EXCELLENCE THROUGH 'PAGSIBOL'

National Museum of Natural History / 19 October 2023



In FY2023, Manila FAME hosted the 'Pagsibol: A Gala Night Celebrating Filipino Design Excellence in celebration of its 40th Anniversary', at the National Museum of Natural History. This special event of Manila FAME 2023 focused on giving honor and appreciation to industry stakeholders, partners, and the diplomatic corps by providing a simple yet tasteful event filled with creativity and history in Philippine traditional fashion and clothing. The event narrated the stories of Filipino ingenuity and highlighted the Philippines as a hub for design.

The evening commenced with the recognition of the KATHA Awards winners in the categories of home, fashion, and lifestyle. The second part of the event featured a creative reinterpretation of the iconic Manila Carnival Queens, as envisioned by contemporary Philippine designers. Through the modern takes of Philippine designers Thian Rodriguez, Philip Rodriguez, Jan Garcia, and Cary Santiago, a curation of fashion pieces with influences from the 1900s Manila Carnival Queens were paraded to the honorable guests. Jewelmer, a local fine jewelry manufacturer, also presented a collection of exquisite jewelry that paid homage to Philippine heritage and culture featuring the Golden South Sea Pearl.

The Pagsibol, which was graced by First Lady Liza Araneta-Marcos and attended by **192 members** from the trade, industry, and diplomatic corps, showcased **28 designers** from the Fashion and Design Council of the Philippines (FDCP) and the Fashion Accessories of the Philippines (FAP). Around **60 performers** from the Madrigal Singers, Banda Kawayan, and Ramon Obusan Folkloric Group provided the cultural presentations while **26 models** from the Professional Models Association of the Philippines (PMAP) paraded the illustrious designs of the participating designers.





## CITEM PRODUCT DEVELOPMENT AND INNOVATION PROGRAMS 2023

In FY2023, Manila FAME's **Product Development Program** provided product design assistance to **40 MSMEs** in the Fashion, Furniture, Home, and Lighting product categories. The chosen brands collaborated with award-winning product specialists. Through this initiative, the companies were able to showcase their distinct processes and material manipulation techniques. A total of **425 new designs** were produced by participating companies which were featured in the **Design Commune**, a curated showcase in Manila FAME 2023. This year's edition of Design Commune was curated by renowned **product specialists Tony Gonzales** for the home sector and the tandem of **Rita Nazareno and Gabriel Lichauco** for the fashion sector.

To support continued innovation in Philippine Food and Ingredients exports, CITEM launched **NXTFOOD-Value Food Innovation Program (VFIP)** in 2021. It is the most comprehensive and integrated government-led assistance program, wherein participants of the program benefit from the various interventions on research and development, product analysis, design packaging and labeling, food certification, and export marketing and promotion.

Program participants have benefited from interventions such as R&D, standard and product testing, food labeling, and packaging development. After three (3) years of product development, consultation, and coordination with food industry experts, **12 label designs from 10 participating companies** were showcased through the NXTFOOD PH special exhibition in Flavor Finds of **IFEX Philippines 2023 held on 26-28 May 2023**.



## CITEM HOSTING OF THE 36TH ASIAN TRADE PROMOTION FORUM (ATPF) CEO MEETING

**Fairmont Hotel, Makati City / 18 October 2023**

With the theme 'Asia as Central Trade Hub through Innovation and Creativity' the 36th Asian Trade Promotion Forum (ATPF) CEO Meeting was successfully concluded on 18 October 2024 at the Fairmont Hotel, Makati City. Hosted by CITEM in the Philippines after 32 years since it was last held in Manila, the ATPF CEO Meeting which was well-attended by delegates from 14 member Trade Promotion Organizations (TPOs) aimed to strengthen trade relationships, creativity, and innovation in Asia.

The forum commenced with Opening Remarks from Dr. Edward Ferreira, Executive Director of CITEM. Congressman Christopher de Venecia, as the Chairman of the Special Committee on Creative Industry and Performing Arts, provided the Keynote Address under the overarching theme, "Innovation and Creativity: Fostering Asia's Role as a Central Trade Hub". Senator Mark Villar delivered the Keynote Speech, focusing on the sub-theme of Entrepreneurship and Start-ups. Further, the keynote speech on the sub-theme "Unleashing Cross-Border Potential through Creative Industries" was delivered by Undersecretary Rafaelita Aldaba.

In support of the ATPF CEO Meeting, CITEM organized activities for delegates to highlight the nation's cultural and creative richness through a comprehensive business and cultural schedule that included the following: 1) Visit to Day 1 of Manila FAME Exhibition; 2) Guided Cultural Visit to Intramuros; 3) Participation in the Manila FAME Networking Reception 'Pagsibol' at the National Museum.

The 2024 ATPF CEO meeting is set to take place in Thailand with the theme, "Gear up Asia's Potential: Synergy to Expand Trade Opportunities."



## AWARDS AND RECOGNITION



### The Export Development Council Recognizes CITEM's "Invaluable Support and Contribution"

CITEM was given a Certificate of Recognition by the Export Development Council for its invaluable support and contribution as a key partner in fostering an enabling export environment and empowering Philippine exporters towards global excellence. The Recognition was given on 07 December 2023 at the Sheraton Manila Hotel, Pasay City, Philippines during the Exporters' Night 2023.

## CORPORATE SOCIAL RESPONSIBILITY

Section 48, Environment, of the CITEM's Manual of Corporate Governance under 'Corporate Social Responsibility' stated that "CITEM should strive to re-use 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".

### Promoting Philippine Sustainability Development Goals (SDG) through Sustainability.ph

CITEM is maintaining the website [www.sustainability.ph](http://www.sustainability.ph) which is the online community platform for Sustainability Solutions Exchange (SSX). It promotes products, services, and an exchange of ideas on sustainable consumption and production. The website features a diverse range of stories about sustainable technologies, interventions, and practices that seek to engage businesses and consumers to start or continue their journey towards sustainability. Some articles promoting environmental sustainability practices that were uploaded in the SSX website in CY2023 included the following: a) The problem with plastic sachets can actually be resolved; b) How the meat industry contributes to climate change; c) Sustainability but make it fashion: Eco-friendly accessories for your closet.

### Participation in Projects/Events promoting Environmental Sustainability and Socially Responsible Enterprises

Moreover, CITEM spearheaded the participation of 12 enterprises showcasing sustainable products and services at the first edition of the International Ecotourism Travel Mart (IETM) in Silang, Cavite from March 29 to April 2, 2023. CITEM participated through SSX, its sourcing program promoting sustainable goods, practices, resources, and technology.

Likewise, as part of its initiative to give back to the community, CITEM donated the amount of PHP5,000.00 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. CITEM also donated the amount of PHP1,000.00 to Handicapped Care Association (Handicare) Inc., which aims to help persons with disabilities (PWDs) and their families. Additionally, CITEM donated PHP7,000.00 to support the 26th Pamaskong Regalo Para sa may Kapansanan, an annual gift giving project of Create a Job Disable Association, Inc. (CDAI) which aims to help indigent persons with disabilities. Through this project, CITEM contributed to the achievement of the UN's Sustainable Development Goal on good health and well-being.





# STATEMENT ON CITEM'S COMPLIANCE WITH CODE OF CORPORATE GOVERNANCE

For the financial year ending 31 December 2023, the Center for International Trade Expositions and Missions (CITEM) 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.



## CITEM 2023 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

Ensure Financial Sustainability

Improve Stakeholders Satisfaction

Increase Stakeholder Awareness

Accelerate the Growth and Development of SMEs

Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure

Improve Organizational Efficiency

Enhance the Competencies of the CITEM Workforce

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

**S**takeholder centric, **E**xcellence, **R**esource stewardship, **V**ersatility, **E**mpowerment



# CITEM PERFORMANCE SCORECARD FOR 2023

|                     |                    | Component   |  |               |   | January - December 2023 Accomplishments                                 | PROJECTED SCORE   |        |
|---------------------|--------------------|---|--|---------------|---|---|---|--------|
|                     | Objective/ Measure | FormulaW  | Weight   | Rating System | 2023 Target   |   |   |        |
|                     | <b>SO 1</b>        | Ensure Financial Stability                                  |  |               |   |   |   |        |
|                     | <b>SM 1</b>        | Cost Recovery   | Total Revenue from Promotional Events / Total Project Cost   | 25%           | (Actual / Target) x Weight                          | <b>54%</b>  | 62.73%<br>(P57.634 M / P91.881 M)   | 25.00% |
| <b>FINANCIAL</b>    | <b>SM 2</b>        | Budget Utilization Rate                                     |  |               |   |   |   |        |
|                     | <b>2a</b>          | Obligations Subsidy Budget Utilization Rate                 | Total Obligated Subsidy / Total COB from Subsidy<br>(Both Net of PS Cost)                            | 5%            | (Actual / Target) x Weight                          | <b>90%</b>  | 95.78%<br>(P164.655 M / P171.907 M)   | 5.00%  |
|                     | <b>2b</b>          | Disbursements Subsidy Budget Utilization Rate               | Total Disbursements / Total Obligations (Both Net of PS Cost)  | 5%            | (Actual / Target) x Weight                          | <b>90%</b>  | 88.35%<br>(P138.695 M / P156.983 M)   | 4.91%  |
|                     | <b>2c</b>          | Corporate Fund Budget Utilization Rate                      | Total Disbursements / Total COB from Internally-generated Fund<br>(Both Net of PS Cost)              | 5%            | (Actual / Target) x Weight                          | <b>90%</b>  | 89.12%<br>(P7.352 M / P8.250 M)   | 4.95%  |
|                     |                    |   |  | 40%           |   |   |   | 39.86% |
|                     | <b>SO 2</b>        | Improve Stakeholders Satisfaction                           |  |               |   |   |   |        |
|                     | <b>SM 3</b>        | 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<br><br>If Below 80% = 0% | <b>90%</b>  | 94.81%<br>of Respondents Gave a Rating of At Least Satisfactory<br>(for Manila FAME and IFEX) |        |
|                     | <b>SO 3</b>        | Increase Stakeholders Awareness                             |  |               |   |   |   |        |
| <b>STAKEHOLDERS</b> | <b>SM 4</b>        | Number of Trade Buyers Attending Export Promotion Events    |  |               |   |   |   |        |
|                     | <b>SM4a</b>        | Physical Export Promotion Activities                        | Actual Accomplishment  | 5.00%         | (Actual / Target) x Weight                          | <b>1,333<br/>(Trade Buyers Only, Unique Count)</b>                      | 3,466   | 5.00%  |
|                     | <b>SM4b</b>        | Digital Platforms and Activities                            | Actual Accomplishment  | 5.00%         | _____<br>If Below 80% = 0%                          | <b>1,485<br/>(Trade Buyers Only, Unique Count)</b>                      | 3,482   | 5.00%  |
|                     |                    |   |  |               |   | 100% Attainment of 2022 KPIs Based on the Board-Approved Marketing Plan |   |        |



# CITEM PERFORMANCE SCORECARD FOR 2023

|  |                    | Component   |   |               |                            | January - December 2023 Accomplishments         | PROJECTED SCORE |        |
|--|--------------------|---|---|---------------|----------------------------|---|-----------------|--------|
|  | Objective/ Measure | FormulaW  | Weight  | Rating System | 2023 Target                |   |                 |        |
|  | SM5                | 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          | 2.50%  |
|  |                    |   |   |               |                            | 2. Website Pageviews (600,000)                  | 1,446,358       | 2.50%  |
|  |                    |   |   |               |                            | 3. Unique Users on Platforms (150,000)          | 513,718         | 2.50%  |
|  |                    |   |   |               |                            | 4. Social Media / Community Following (600,000) | 715,761         | 2.50%  |
|  | SM6                | Increase PR Value   | Total PR Value of CITEM's 2022 Projects   | 10%           | (Actual / Target) x Weight | P302.50 Million                                 | P620.80 M       | 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             | 5.00%  |
|  | SM7b               | Digital Platforms and Activities                                | Actual Accomplishment   | 5%            | (Actual / Target) x Weight | 273   | 728             | 5.00%  |
|  |                    | Sub-total   |   | 45%           |                            |   |                 | 40.00% |



# CITEM PERFORMANCE SCORECARD FOR 2023

|                   | Objective/<br>Measure | Component  |  |               | 2023 Target   | January - December 2023<br>Accomplishments   | PROJECTED<br>SCORE |
|-------------------|-----------------------|--|--|---------------|---|--|--------------------|
|                   |                       | FormulaW   | Weight   | Rating System |   |  |                    |
|                   | <b>SO5</b>            | Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure |  |               |   |  |                    |
|                   |                       |  |  |               | 100% Attainment of 2023 Deliverables (Based on DICT)        |  |                    |
|                   | <b>SM 8</b>           | 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                                  | <b>1. Trade Fairs Information System</b><br>100% Complete<br><br><b>2. Exhibitors Booth Management System</b><br>100% Complete   | 5.00%              |
|                   | <b>SO 6</b>           | Improve Organizational Efficiency  |  |               |   |  |                    |
|                   | <b>SM 9</b>           | Improve Processes to Quality Management System   | Actual Accomplishment  | 5%            | All or Nothing  | <b>ISO 9001:2015 Recertification</b><br>Non-accomplishment of recertification to ISO 9001:2015 in FY2023.  |                    |
|                   |                       | Sub-total  |  | 10%           |   |  | 5.00%              |
|                   | <b>SO 7</b>           | Enhance the Competencies of the CITEM Workforce  |  |               |   |  |                    |
| LEARNING & GROWTH | <b>SM 10</b>          | Improve Competency Baseline of the Organization  | Competency Baseline 2023 - Competency Baseline 2022  | 5%            | Organizational Competency baseline for 2020 Not Established | <b>Improvement in the Competency Baseline of the Organization</b><br>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) | 5.00%              |
|                   |                       | Sub-total  |  | 5%            |   |  | 5.00%              |
|                   |                       | <b>TOTAL</b>   |  | <b>100%</b>   |   |  | <b>89.86%</b>      |



# CORPORATE SOCIAL RESPONSIBILITY

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



## Performance Review

Periodic performance review of operations and activities to determine actual accomplishments 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.



## 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.



## 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.



## 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.

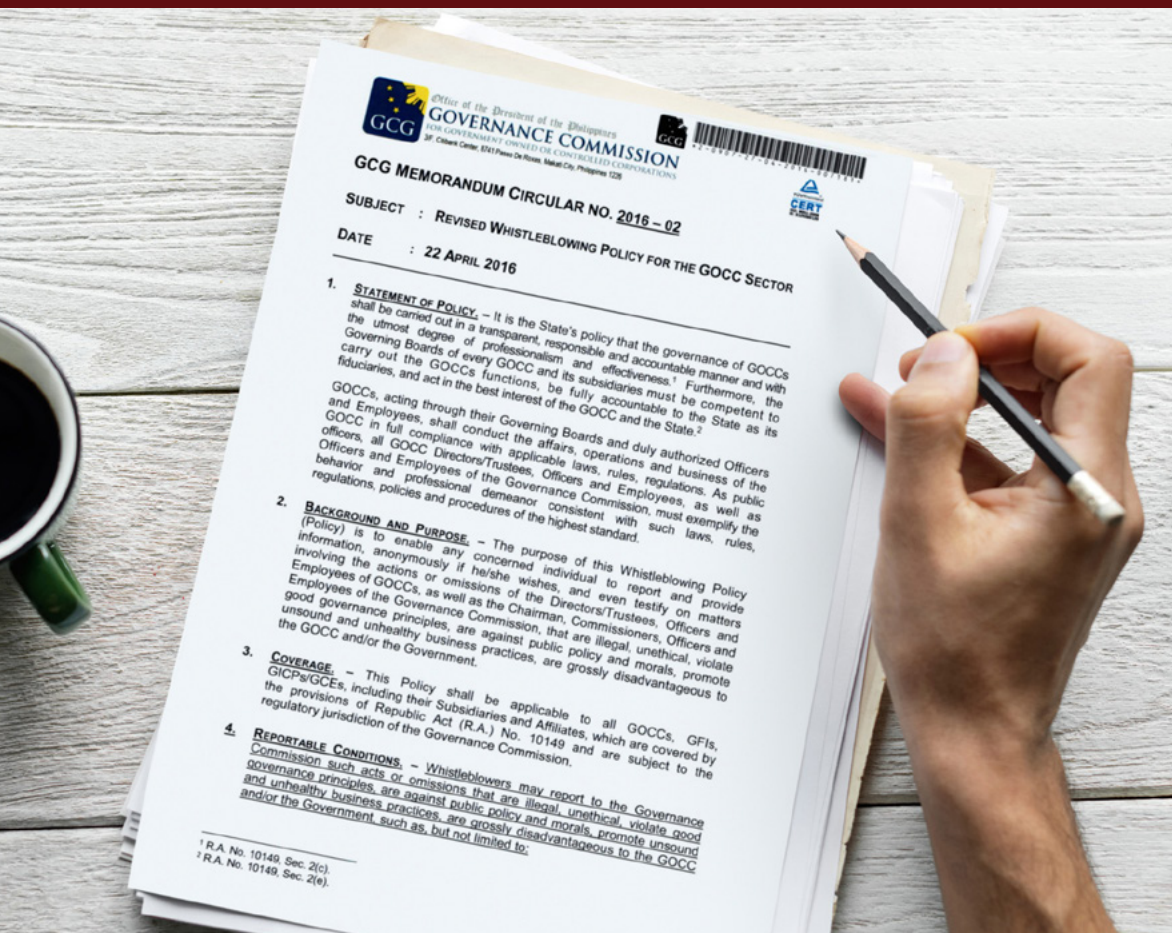


## REVIEW OF RISK MANAGEMENT SYSTEM

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.



# REVISED WHISTLEBLOWING POLICY



## STATEMENT 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.

## 01

### Open Door Policy

As a Team, CITEM's Open Door Policy encourages each employee to speak up when there is an issue or concern that affects 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;                    | xi. Money laundering;                              |
| ii. Bribery;                              | xii. Negligence of duty;                           |
| iii. Conflict of interest;                | xiii. Nepotism;                                    |
| iv. Destruction/ manipulation of records; | xiv. Plunder;                                      |
| v. Fixing;                                | xv. Receiving a commission;                        |
| vi. Inefficiency;                         | xvi. Solicitation of gifts;                        |
| vii. Making false statements;             | xvii. Taking advantage of corporate opportunities; |
| viii. Malversation;                       | xviii. Undue delay in the rendition of service;    |
| ix. Misappropriation of assets;           | xix. Undue influence; and                          |
| x. Misconduct                             | 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 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 (Cod 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) shall be in writing, which contains sufficient facts with basis.



04

## Reporting Channels

### A. GCG WHISTLEBLOWING WEB PORTAL

The GCG website ([www.whistleblowing.gcg.gov.ph](http://www.whistleblowing.gcg.gov.ph)) as the primary reporting channel for whistleblowers, an online-based platform by which whistleblowers may securely submit reports electronically 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 the 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](mailto: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. Retaliation actions 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.
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.
3. CITEM shall not tolerate any retaliatory acts against a whistleblower who submits a whistleblowing report in good faith.
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.
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.

**The Revised CITEM Whistle blowing policy is available on the CITEM website titled as [Revised CITEM Whistleblowing Policy](#)**





## **CITEM CAPACITY BUILDING AND TRAINING PROGRAMS FOR EMPLOYEES**

In 2023, 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: Data Analytics Using Spreadsheet, Basics of Exporting, Microsoft Excel for Advanced Users, Python Programming Essentials Course, Customer Communication Skills, Audit on Hazard Analysis and Critical Control Points (HACCP), and INCOTERMS 2020 and Export Procedures.



# LIST OF TRAININGS / SEMINARS 2023

| LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2023                    |   |                      |                       |                  |         |      |
|---|---|----------------------|-----------------------|------------------|---------|------|
| PROGRAM TITLE   | OBJECTIVED  | ATEV                 | ENUE                  | NO. OF ATTENDEES |         |      |
|   |   |                      |                       | MALE             | FEMALET | OTAL |
| Graphika Manila 2023  | To learn from creativity of different artist in order to produce a more diverse and collaborative visuals materials like design, illustrations, and animation that can be used for future event of the company.           | February 11-12, 2023 | SMX Convention Center | 3                | 3       | 6    |
| Business Opportunities in Middle East, India, and African Markets                   | To know more about the the emerging marketing opportunites in the middle east and learn how to penetrate them.  | March 7, 2023        | The Linden Suites     | 1                | 2       | 3    |
| Date Analytics Using Spreadsheet In-Depth Workshop                                  | To know the importance of using excel or spreadsheet in data management, and basic reporting. To learn how to prepare information for data analytics.   | March 15-17, 2023    | Virtual               | 1                | 1       | 2    |
| Learning the Necessary Technical and Digital Skills to Trade in the Digital Economy | To impart and strenthen the e-commerce capability of MSME's in the economy between ASEAN and Hong Kong, China, in facilitating cross-border trade n goods and services through the utilization of Information Technology. | March 29, 2023       | Virtual               | 1                | 2       | 3    |
| Basics of Exporting   | To contribute on company's export marketing plan with confidence, and know the different procedures in exporting goods and the intricacies of negotiating with foreign buyers.  | April 25-27, 2023    | Virtual               | 15               |         | 6    |



|   |  |                  |   |   |   |   |
|---|--|------------------|---|---|---|---|
| 20th Edition of Digital Transformation Summit   | This summit provides an ideal platform for technology and digital leaders to meet, connect, interact, and gain new insights on the digital transformation and innovations taking place across industries in the Philippines. The summit will address the importance of potential technology as a driver for every organization to function securely, effectively, and efficiently.   | June 16, 2023    | Conrad Hotel                              | 1 | 1 | 2 |
| 3rd Government Internal Auditor Summit  | This summit provides a venue for networking, benchmarking and possible collaboration activities with the different heads of IAS/Os in the public sector specially on internal auditing practices, That can be adopted in the performance of the internal auditors within the company to prevent and detect fraud for the betterment of auditing process and investigation.   | June 22-23, 2023 | Virtual                                   | 0 | 2 | 2 |
| Workshop on MAEDP Design Presentation and Commitment Setting by DTI and Implementing Partners | Provide information on the design, logical framework and deliverables of the Mindanao Agro-Enterprise Development Project, including timelines and the project approval process by the Government of the Philippines and ADB Board; Provide clarity and understanding on the role of: ADB as development institution; DA as partner implementing agency; and DTI Functional Groups, Attached Agencies, Bureaus, and Regional Offices; Commit to deliver their part of the outputs and activities in order for the project to realize its impact and development. | July 13-14, 2023 | Asian Development Bank (ADB) Headquarters | 0 | 1 | 1 |



|  |  |                           |         |   |    |    |
|--|--|---------------------------|---------|---|----|----|
| VRP School of Statesmanship Paralegal Online Training - Module 2 | The School of Statesmanship Module 2 Training seeks to equip government employees and other interested participants with the basic knowledge and skills in dispute resolution inside or outside their offices. It also offers sessions on how to handle labor-related issues including procedures to be followed as well as restorative justice principles to help involved employees reintegrate into the office. | July 11-14, 2023          | Virtual | 0 | 1  | 1  |
| Leading with Excellence in a Time of Change                      | Appreciate the principles and benefits of excellence in the workplace. Describe how a government employee of excellence behaves in delivering public service. Come up with practical steps on how to apply and maintain excellence in the workplace.   | July 18, 2023             | Virtual | 7 | 20 | 27 |
| Cash Management and Its Internal Control Systems                 | To promote proper control measures in handling cash. To be able to learn and apply laws, rules and regulations surrounding the collections and disbursements of cash and its pertinent documents. To learn the systems and preparation of reports. To strengthen the knowledge on internal control system on cash management.  | July 25-27, 2023          | Virtual | 1 | 1  | 2  |
| Mastering Microsoft Excel for Advanced Users                     | This training will give participants a deep understanding of the Advanced Excel formulas and functions that transform Excel from a basic spreadsheet program into a dynamic and powerful analytics tool. This training also gives participants a deep, 100% comprehensive understanding of Excel Pivot Tables and Excel Pivot Charts.  | July 31 to August 1, 2023 | Virtual | 0 | 3  | 3  |



|  |   |                       |                   |    |    |   |
|--|---|-----------------------|-------------------|----|----|---|
| Productivity Challenge Workshop                  | This Workshop is an introductory course on understanding, appreciating productivity and the importance of innovation. It also focuses on helping participants learn tools and techniques for analyzing and defining productivity problems. At the end of the workshop, participants will be able to submit an entry to this year's Productivity Challenge, 2023 Productivity Spark: 1,000 Ideas for Productivity.   | August 02-03, 2023    | DAP Office, Pasig | 0  | 11 |   |
| The Philippine Budgeting System                  | To enable the participants to have knowledge on government budgeting; To understand the different budget cycles and processes; To fully understand budgeting concepts and budgeting techniques; To understand OPIF as a tool in budgeting   | August 15-18, 2023    | Virtual           | 0  | 22 |   |
| 2023 Public Sector Human Resource (HR) Symposium | The symposium will tackle the characteristics of dynamic organizations who are able to optimally balance organizational performance with economic, environmental, and social impacts on the future generation. The Symposium will feature tools and best practices in developing and fostering dynamism in the organization. It also aims to inspire participants in initiating change towards developing dynamic leaders and organizations to ensure that they thrive in facing challenges . | September 26-27, 2023 | Virtual           | 11 |    | 2 |



|  |  |                     |         |   |   |   |
|--|--|---------------------|---------|---|---|---|
| Python Programming Essentials Course                         | The Python Programming Essentials course starts from the basics of writing and executing Python scripts to more advanced features such as file operations, regular expressions, working with binary data, and using extensive functionality of Python modules. Advance features will also be discussed like arrays and input and output formatting.  | October 9-20, 2023  | Virtual | 1 | 1 | 2 |
| Customer Communication Skills Training                       | This training aims to provide participants with principles, guidelines, tools, and practice scenarios to ensure that customers are listened to and accommodated properly. Gain confidence in handling customers through effective verbal and written communication.  | October 10-11, 2023 | Virtual | 0 | 4 | 4 |
| Audit on Hazard Analysis and Critical Control Points (HACCP) | Understand the internal audit requirements for HACCP. Conduct internal audit following the prescribed internal audit process. Understand the requirements for a competent HACCP internal auditor.  | October 12-13, 2023 | Virtual | 0 | 4 | 4 |
| Competency-Based Behavioral Event Interview                  | This is a two-day online course that will enable the participants to apply, practice, develop, install, implement and monitor the evaluation and assessment of potential candidates for a vacant position using structured techniques in the selection process. The structured methods discussed in this online course are Behavioral Event Interviewing (BEI), and Competency-Based Interviewing (CBI) based on objective job-related criteria, and competency, requirements, respectively. | October 12-17, 2023 | Virtual | 1 | 1 | 2 |



|  |   |  |                             |    |    |     |
|--|---|--|-----------------------------|----|----|-----|
| INCOTERMS 2020 and Export Procedures   | Be conversant with the latest International Commercial Terms and select the most appropriate term for your international transactions. Understand the risks and levels of confidence in every mode of payment. Know the different bank and customs procedures and documents for your exports. | October 18, 2023                           | Virtual                     | 0  | 4  | 4   |
| FOCIG 34th Leadership Event and Main Ugnayan and Fellowship  | Appreciate principles on why public service is important to God. Discuss ways in which true public service is demonstrated in LGU and/or in Govt Office. Share best practices for better and more efficient public service.   | October 24, 2023                           | Camp Aguinaldo, Quezon City | 0  | 4  | 4   |
| GAD Training   | The GAD training workshop shall focus on the Basics of Gender and Development and Gender Mainstreaming concepts   | November 15, 2023                          | La Jolla, Beach Resort      | 38 | 80 | 118 |
| Cybersecurity Competency Framework   | The business organization or enterprise that are subject to government regulations are made to participate in ensuring the security of people, process, data, application and infrastructure in the cyberspace of doing business.   | November 6-10, 2023                        | Virtual                     | 2  | 0  | 2   |
| Psychological Assessment Series 2023; Evidence-based Psychological Assessment in Philippine Practice | This webinar series builds on the skills of psychometricians and psychologists in doing psychological screening assessments using the framework of evidence-based psychological assessment (EBPA) by Bornstein (2017).  | November 11, 18, 25 / December 2 & 9, 2023 | Virtual                     | 0  | 2  | 2   |
| Foundations on Data Science and Analytics  | It is designed to provide participants with a solid understanding of the fundamental concepts, techniques, and tools used in the field of data science and analytics.   | November 20-21, 2023                       | Virtual                     | 1  | 0  | 1   |



|   |   |                             |                         |          |          |          |
|---|---|-----------------------------|-------------------------|----------|----------|----------|
| <p>Intermediate Technical Writing, Feature Article, Data Commentary, and Copywriting In-depth Training Workshop</p> | <p>The training is a public offering which aims to enhance participants' writing skills across four distinct but interconnected domains: Intermediate Technical Writing, Feature Article Writing, Data Commentary, and Copywriting. By participating in this training, your team will have the unique opportunity to refine your craft and gain expertise in various professional writing genres.</p> | <p>November 22-24, 2023</p> | <p>Virtual</p>          | <p>1</p> | <p>1</p> | <p>2</p> |
| <p>CES Congress 2023</p>  | <p>Celebrating the extra-ordinary lives, creative achievements, valuable lessons and timeless legacies of CES exemplars who offered their entire lives and careers in loving service to the nation in various fields of leadership, governance and development for the past half-century.</p>   | <p>November 28-29, 2023</p> | <p>The Manila Hotel</p> | <p>0</p> | <p>1</p> | <p>1</p> |
| <p>Problem Solving and Decision Making</p>  | <p>The concept of this training is to equip participants from Problem Solving Tips, Adaptive Decision Making, Quantitative Management Tools for Problem Solving and Decision Making, Categories of Decision Making, Factors to Consider in Making Decisions, Decision Making Models, Decision Making Steps and Decision Styles.</p>   | <p>November 28, 2023</p>    | <p>PTTC</p>             | <p>0</p> | <p>1</p> | <p>1</p> |



|  |   |                      |         |   |    |    |
|--|---|----------------------|---------|---|----|----|
| Awareness on Food Defense  | Identify the kind of preventive measures in order to minimize the risk that food products under assurance and control will be subject to tampering or other malicious or criminal actions; Learn the implementing rules of an effective and functional food defense plan; Identify threat and vulnerability within the scope of the supply chain.   | November 29, 2023    | PTTC    | 1 | 3  | 4  |
| Government Procurement Reform Act (RA9184) and Its Revised IRR and Updates | The course deals on the management of procurement activities in the government sector as provided for in the Republic Act 9184 and its Implementing Rules and Regulations. To enable the participants to understand RA 9184 and its IRR. To ensure compliance with laws, rules and regulations on procurement. To capacitate the participants in evaluating the outcome of the procurement process including compliance with laws, rules and regulations. To ensure effective and efficient operations in their respective areas of responsibility. | December 5-7, 2023   | Virtual | 4 | 10 | 14 |
| Internal Halal Audit Guidelines  | Participants should be able to know and apply key updates of ISO 19011:2018 on your auditing principles as well as to the design, implementation & review of your internal auditing. Align these roles to the functions of management. Participants should be able to know how to conduct practical and valuable combined or integrated internal audit. Enhance identification of objective evidence(s) to look for per clause requirement. Improve application of risk-based thinking in internal auditing.  | December 18-19, 2023 | PTTC    | 0 | 2  | 2  |



# CITEM WELLNESS PROGRAM

CITEM employees also attended agency-wide activities and wellness programs as follows:

2 cardio-vascular screening activities  
Flu vaccination

Clinic consultations on the following, among others:

- Upper respiratory Tract Infection (URTI) (47.8%)
- Hypertension-controlled (13%)
- Body Pain (13%)
- Conjunctivitis (10.1%)
- Covid 19 Positive (7.2%)
- Others (8.7%)
- Acute Viral Infection
- Diabetes Mellitus
- Viral Exanthem
- Tension headache
- BOIL Bacterial Infection
- Varicella Zoster Infection

**LIST OF AGENCY-WIDE ACTIVITIES AND WELLNESS PROGRAMS ATTENDED BY CITEM EMPLOYEES C.Y. 2023**

| PROGRAM TITLE   | OBJECTIVED  | ATEV                 | ENUE                  | NO. OF ATTENDEES |        |       |
|---|---|----------------------|-----------------------|------------------|--------|-------|
|   |   |                      |                       | MALE             | FEMALE | TOTAL |
| <b>FLU VACCINATION</b>                                  | To improve CITEM's immunization against influenza.  | June 07, 2023        | CITEM                 | 22               | 54     | 76    |
| <b>CARDIOVASCULAR SCREENING 1</b>                       | The objective of this health consciousness & monitoring activities is to properly monitor the current state of employees/ health through a free blood pressure, sugar, and cholesterol, screening and monitoring to be conducted on-site in partnership with Pharmaceutical companies through our Occupational Health Physician. The said activities aim to promote awareness on current Cardiovascular Health. | March 15, 2023       | CITEM                 | 13               | 33     | 46    |
| <b>CARDIOVASCULAR SCREENING 2</b>                       |   | July 04, 2023        | CITEM                 | 63               | 64     | 2     |
| <b>CITEM Team Building cum Gender Learning Activity</b> | 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.  | November 15-17, 2023 | La Jolla Beach Resort | 38               | 80     | 118   |
| <b>CITEM Year-End Celebration</b>                       | CITEM's annual celebration with focus on celebrating resilience and creativity in times of uncertainty.   | December 19, 2023    | CITEM                 | CITEM EMPLOYEES  |        |       |



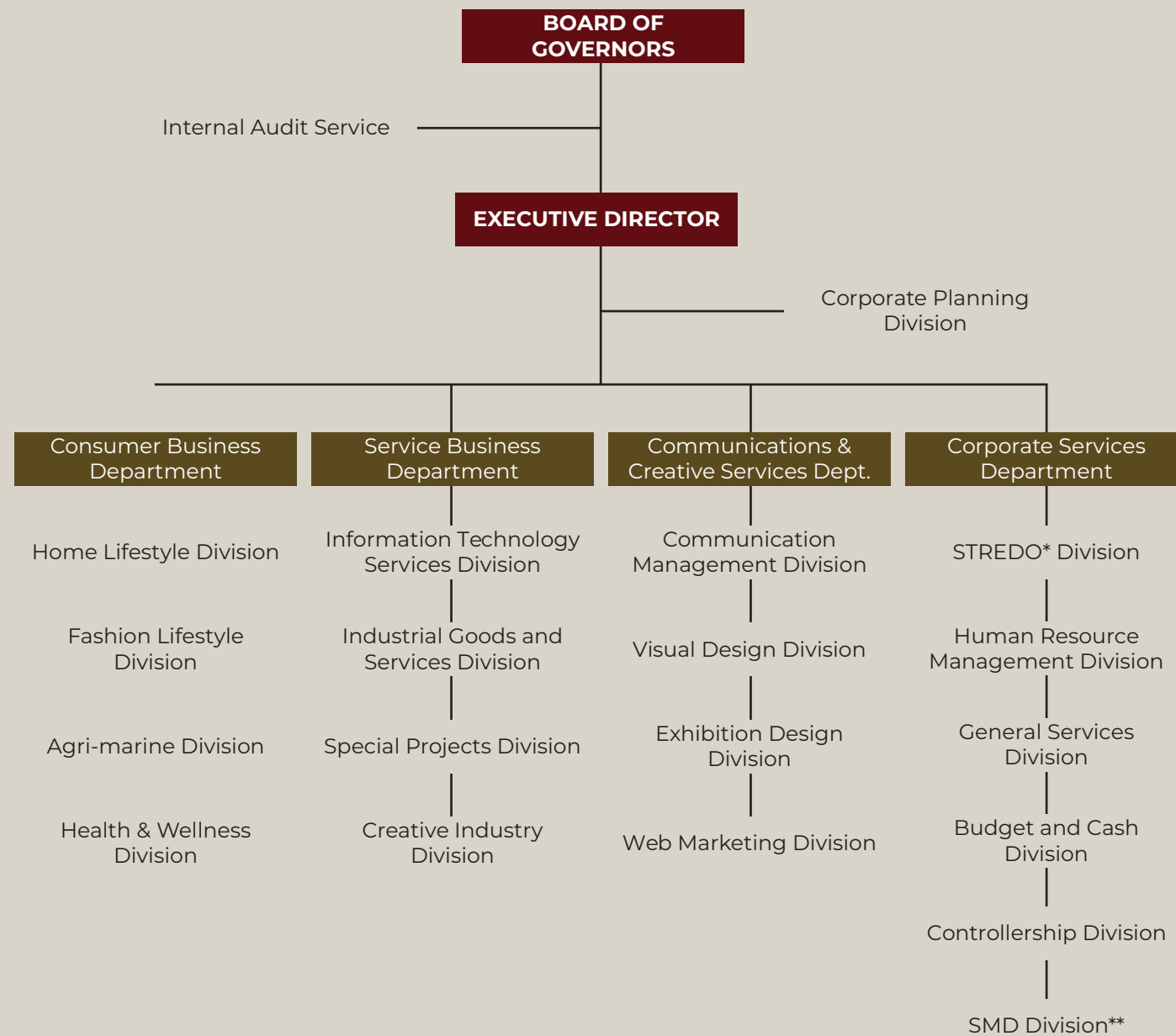
# CITEM FINANCIAL PERFORMANCE INDICATORS YEAR 2023

With Comparative Figures from CY2022 and CY2021

| INDICATORS          |  | 2016<br>Unaudited FS | 2015<br>Audited FS | 2014<br>Audited FS<br>(restated) |
|---------------------|--|----------------------|--------------------|----------------------------------|
| Current Ratio       | = $\frac{\text{Current Assets}}{\text{Current Liabilities}}$ | =                    | <b>₱ 311.209 M</b> | ₱ 340.509 M                      |
|                     |  | =                    | <b>₱ 63.430 M</b>  | ₱ 69.321 M                       |
|                     |  |                      | <b>4.91</b>        | 4.91                             |
| Net Working Capital | = Current Assets - Current Liabilities                       | =                    | <b>₱ 311.209 M</b> | ₱ 340.509 M                      |
|                     |  | =                    | <b>₱ 63.430 M</b>  | ₱ 69.321 M                       |
|                     |  | =                    | <b>₱ 247.78 M</b>  | ₱ 271.19 M                       |
| Debt Ratio          | = $\frac{\text{Total Liabilities}}{\text{Total Assets}}$     | =                    | <b>₱ 63.429 M</b>  | ₱ 69.321 M                       |
|                     |  | =                    | <b>₱ 629.271 M</b> | ₱ 662.134 M                      |
|                     |  |                      | <b>10.08%</b>      | 10.47%                           |
| Subsidy Ratio       | = $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$       | =                    | <b>₱ 164.657 M</b> | ₱ 152.612 M                      |
|                     |  | =                    | <b>₱ 249.588 M</b> | ₱ 205.817 M                      |
|                     |  |                      | <b>65.97%</b>      | 74.15%                           |



# CITEM DBM-APPROVED ORGANIZATION STRUCTURE



## BOARD OF GOVERNORS

\* STREDO - Shipping, Travel, Records, and Documentation Division

\*\* SMD - Systems Management and Development Division





## Alfredo E. Pascual

### SECRETARY

Department of Trade and Industry

CITEM BOARD OF GOVERNORS APPOINTMENT  
June 30, 2022 – Present  
Ex-Officio

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), 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, Vietnam, 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.



## Dr. Ceferino S. Rodolfo

### UNDERSECRETARY

Industry Development, Trade  
and Investment Promotions

CITEM BOARD OF GOVERNORS APPOINTMENT  
September 08, 2023 – Present  
Alternate Chairman

Undersecretary Ceferino S. Rodolfo – or Usec. Perry – obtained his Economics Degree from the School of Economics of the University of the Philippines and his Master of Science in Industrial Economics from the Center for Research and Communication (CRC), now known as the University of Asia and the Pacific (UA&P), on full scholarship from the Hanns Seidel Foundation of Germany. He holds a Doctorate degree in Public Administration from the National College of Public Administration and Governance of the University of the Philippines. He also took the International Faculty Development Program of the IESE Business School, in Barcelona, Spain, on scholarship from IESE; as well as the Strategic Management Program of the Industrial Management Institute in Tehran, Iran, on scholarship from the Islamic Development Bank.

He joined the Department of Trade and Industry (DTI) as Assistant Secretary in 2013, after 19 years in the Academe and Development Assistance-work. In 2016, Usec. Perry was appointed as Undersecretary and assumed leadership of the DTI's Industry Development and Trade Policy Group. In this capacity, he oversaw the development and execution of the Philippine industrial policy and the agenda for international trade negotiations and led the Philippine government's bilateral trade and investment engagements with key partner economies.

Notable among Usec. Perry's accomplishments in the area of trade policy are the successful negotiation of the Philippines-European Free Trade Association Free Trade Agreement (PH- EFTA FTA), the Philippines' successful application to the EU GSP+ Program, and the conclusion of the Philippines-South Korea Free Trade Agreement (PH-ROK FTA). He also expanded the Philippines' network of official bilateral trade and investment cooperation agreements by negotiating and implementing new Joint Economic Commissions (JECs) and high-level dialogue mechanisms with Switzerland, Canada, Russia, Germany, Hungary, Czech Republic, Chile, Turkey, Pakistan, Australia, South Korea, Israel, Papua New Guinea, and the United Kingdom. He led the Philippines' successful Trade Policy Review (TPR) Team that presented and defended our trade policies before the WTO in March 2018; as well as headed the Philippine Delegation to the WTO 12th Ministerial Conference in Geneva in June 2022.

Moreover, as Managing Head of the Board of Investments, Usec. Perry has secured the highest investment registration in the Agency's 56-year history. In November 2023, Usec. Perry has been designated as Undersecretary for Industry Development, Trade and Investment Promotion. As such, in addition to industry development and investment promotion, he now oversees trade promotion – emphasizing the government's industry and investment-centric approach to export development.





## Eli M. Remolona

### GOVERNOR

CITEM BOARD OF GOVERNORS APPOINTMENT  
July 2023 – Present  
Ex-Officio

Dr. Eli Remolona is the seventh Governor of the BSP and Chairman of the Monetary Board. Governor Remolona has extensive policy and operational experience on monetary policy and international finance, having worked for 19 years at the Bank for International Settlements (BIS) and 14 years for the Federal Reserve Bank of New York.

From 2019 to 2022, Governor Remolona served as professor of finance and director of central banking at the Asia School of Business in Kuala Lumpur. He also taught at Williams College, Columbia University, New York University, and the University of the Philippines-School of Economics.

Before his appointment to the Monetary Board in 2022, Governor Remolona served as independent director of a Universal Bank and chairman of its risk management committee.

He earned his PhD in Economics with distinction from Stanford University and obtained his bachelor's degree in economics with honors from the Ateneo de Manila University.



## Bernadette Romulo-Puyat

### DEPUTY GOVERNOR

Bangko Sentral ng Pilipinas

CITEM BOARD OF GOVERNORS APPOINTMENT  
June 30, 2022 – Present  
Alternate Representative

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.





## Ma. Lynette V. Ortiz

### **PRESIDENT & CEO**

Land Bank of the Philippines

CITEM BOARD OF GOVERNORS APPOINTMENT  
May 24, 2023 – Present  
Ex-Officio

Ma. Lynette V. Ortiz assumed her post as the 11th President and CEO of the Land Bank of the Philippines on 24 May 2023 following her appointment by President Ferdinand R. Marcos, Jr.

With over 30 years of experience in banking and finance, Lynette held various senior roles in Risk Management, Treasury, Corporate Finance and Capital Markets in foreign and local institutions.

Prior to her appointment, she was the first Filipino CEO of Standard Chartered Bank (SCB) Philippines. She led strategies to grow the local franchise across the various client segments and deliver sustainable financial performance.

During her tenure in SCB, she spearheaded several landmark transactions in both domestic and international capital markets for Philippine and ASEAN issuers. These include the maiden offerings of both LANDBANK and the Development Bank of the Philippines of Sustainability Bonds. She helped the National Government raise funds through global and domestic bond issues, with SCB serving as book runner for foreign currency denominated offerings of the ROP.

She serves as First Vice President in the Board of the Bankers Association of the Philippines (BAP), and is also a member of the BAP Executive Committee.

A strong advocate for diversity and inclusion, Lynette was named United Nations 2021 Philippine Women's Empowerment Principles Awards Champion for Leadership Commitment, for her role in setting strong corporate commitments and inclusive leadership.

Lynette took her MBA in Finance and Investments from the City University of New York, Baruch College, and her degree in BA in Economics, Cum Laude, from the University of the Philippines.



## Elcid C. Pangilinan

### **SENIOR VICE PRESIDENT**

Land Bank of the Philippines

CITEM BOARD OF GOVERNORS APPOINTMENT  
March 01, 2021 – Present  
Alternate Representative to the CITEM Board

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.





## Roderico R. Bioco

### ADMINISTRATOR

National Food Authority

CITEM BOARD OF GOVERNORS APPOINTMENT  
April 01, 2023 – Present  
CITEM Ex-Officio

ROD BIOCO is a known expert in the field of agriculture with decades of experience as a corn, cassava and livestock farmer, an industrialist building major corn postharvest facilities in the country and an agricultural policy advocate, protecting the welfare of our smallholder corn farmers.

In 1999, he established the Mindanao Grain Processing Co., Inc. (Mindanao Grains) in Malaybalay City, Bukidnon, to address the perennial problem of corn farmers with a goal of establishing a financially sound business model bound by a real social commitment.

In 2000, he organized corn farmers throughout the country to recommend favorable policies in government, addressing the welfare of more than 400,000 corn farmers. In 2001, during the 1st Philippine National Corn Congress in Bukidnon, he founded the Philippine Maize Federation, Inc. (PhilMaize) and holds the honorary position as Chairman Emeritus. His unparalleled work and contributions have strengthened the corn industry, empowering and improving the welfare of our corn farmers.

In 2010, he built the Reina Mercedes Corn Processing Center in Isabela Province with the objective of reducing the post-harvest losses of smallholder farmers. The 2,000mt per day grain drying and 75,000mt storage project which services 20,000 ha of corn and benefits 10,000 farmers is the biggest post-harvest facility for corn in Southeast Asia. In 2012, he organized the business sector of Bukidnon, a largely agricultural province, and established the Bukidnon Kaamulan Chamber of Commerce and Industry, Inc. (BKCCI). He was Founding Chairman and served as President from 2012 to 2018. From 2020 to 2022, he became the Regional Governor of Philippine Chamber of Commerce and Industry (Northern Mindanao). Through the Chamber movement, he initiated the updating of local tax codes, zoning ordinances and Investment Codes, as well as promoted Bukidnon as an investment destination for several industries.

Rod Bioco also helps the government craft policies on corn production and postharvest projects, ushering in the shift to biomass mechanical dryers, as well as initiating major hydro and irrigation programs, including the: Jalaur River Dam project in the province of Iloilo; the east of Cagayan River in Isabela; and the Pulangi V of Bukidnon.

Lastly, he is the current Chairman of the Philippine Red Cross – Bukidnin Chapter since October 2016, and as Vice Chairman from July 2013 to October 2016. Rod Bioco obtained his BS Mathematics degree from Ateneo de Manila University in 1989 and specialized in Statistics from the University of the Philippines in 1988-89. While in college, he was very active in social work, student activism, and sports, being a member of the college football varsity.



## Dr. Edward L. Fereira

### EXECUTIVE DIRECTOR

Center for International Trade Expositions and Missions

CITEM BOARD OF GOVERNORS APPOINTMENT  
April 01, 2023 – Present  
CITEM Ex-Officio

The Center for International Trade Expositions and Missions or CITEM's Executive Director Dr. Edward L. Fereira, 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.





# Annual Report

## 2023

[citem.gov.ph](http://citem.gov.ph)

### Center for International Trade Expositions and Missions (CITEM)

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