

ANNUAL REPORT

2014



The **Center for International Trade Expositions and Missions (CITEM)** is the export promotions arm of the Philippine Department of Trade and Industry (DTI).

For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.



MANDATE

CITEM is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through signature events (Manila FAME and IFEX Philippines), overseas trade fairs and selling missions, and a year-round sourcing venue.

VISION

By 2016, CITEM will have created a distinct Philippines brand.

MISSION

CITEM is committed to develop, nurture, and promote globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an integrated approach to export marketing, in partnership with other government and private entities.

As the prime mover in export promotions, CITEM provides export-driven programs, spearheads official participation in overseas trade fairs, and organizes signature events in the Philippines and high-profile promotional activities in key markets abroad.

CITEM undertakes design for export initiatives:

- Brand building
- Export coaching
- Product/merchandise development
- Young designer development
- Local-international designer collaboration
- Permanent showroom

MESSAGE FROM THE
DTI UNDERSECRETARY





The year 2014 was a good year for the country's export industry. It brought in as much as USD 75B in exports and net foreign direct investment of USD 5.3B.

According to the National Economic and Development Authority (NEDA), merchandise exports grew by 9 percent for the full-year 2014 despite the 3.2 percent drop in December due to lower outbound shipments of manufactures, total agro-based, and petroleum products.

As compared to other economies in the region, the country's full-year exports growth performance was relatively strong despite the challenging external environment. Total sales receipts for 2014 rose to USD 61.8B from USD56.7B the previous year.

The Philippines is the preferred investment destination. In the first three quarters of 2014 alone, Japan sent more than 40 missions to the Philippines, 29 percent higher than the full-year figure of 2013. Japan remains to be the top destination of Philippine-made goods, accounting for 21.2 percent of total revenues from merchandise exports during the period.

The country is gaining global competitiveness as credit ratings confirm trust in the Philippine economy. In May 2014, Standard & Poor's Financial Services (S&P) upgraded the Philippines' long-term sovereign credit rating from BBB-Stable to BBB Stable, the highest rating ever recorded in the country's history. This grade gives the Philippines a good financial reputation to potential foreign investors for 2014 and the years to come, making the Philippines more internationally competitive and attractive to investments.

The Center for International Trade Expositions and Missions (CITEM), as DTI's export promotions arm, plays a vital role in building and reinforcing the "Philippines" brand here and abroad through its signature events – the Manila FAME and International Food Exhibition (IFEX) Philippines – and participation in key overseas trade fairs such as the *Salone Internazionale del Mobile* in Milan, *MAISON&OBJET* in Paris, International Contemporary Furniture Fair (ICFF) in New York, Gulfood and Hotel Show in Dubai, FOODEX in Tokyo, and at the International Fashion Showcase (IFS) in London.

The Manila FAME continues to be a viable platform for small and medium enterprises (SMEs) to showcase their finely crafted products to a global community of foreign trade buyers. IFEX Philippines remains to be the country's biggest sourcing show for Asian ethnic food and ingredients.

CITEM's Red Box program has never ceased to recognize and develop the skills of young design talents through creative consultations with senior designers, project site visits, and workshops. For four years, this product development program has nurtured emerging

talents to become the next generation of designers who will meet the creative needs of local manufacturers.

For 2015, I challenge you to share our optimism in making the Philippines an exciting trade and investment destination like no other. We are more than ready. We have the potential, the products and, above all, the people.

Let us do better and be better. May 2015 usher in a host of trade and investment breakthroughs for the country. The future is bright.

Maraming salamat at mabuhay tayong lahat!

PONCIANO C. MANALO JR.
DTI Undersecretary
Trade and Investment Promotions Group

MESSAGE FROM THE
EXECUTIVE DIRECTOR





In 2014, the Center for International Trade Expositions and Missions (CITEM) remained true to its mission and developed, nurtured, and promoted globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers, in cooperation with its partners from the government and private sectors.

CITEM excelled once again in value creation, design innovation, global branding, and precision marketing to create a distinct Philippines brand that is widely recognized and accepted in the global export market.

Manila FAME, our signature event and the go-to destination for design and product innovation in the home and fashion sectors, contributed to vast socio-economic growth as it generated USD 27.60M potential export sales, while assisting 622 companies and creating 37,682 local jobs. It is truly the premier design and lifestyle event with a heart.

Our global branding efforts were well received in key markets: CITEM's industry brands – Design Philippines, Food Philippines, and Fashion Philippines – made waves in carefully selected overseas trade fairs, proving once again that the Philippines is an ideal sourcing hub for everything inspiring, soulful, and beautiful.

In March 2014, multi-awarded furniture designer and manufacturer Kenneth Cobonpue was hailed as the 2014 Designer of the Year in the maiden edition of *MAISON&OBJET* Asia, an internationally renowned lifestyle exhibition and design creativity event held in Singapore. It was also in *M&O* Asia that promising Red Box designer Lilliana Manahan was named as a Rising Asian Talent.

Philippine design reigned supreme in the 26th annual International Contemporary Furniture Fair (ICFF) in New York in May 2014 as multi-awarded furniture designer Vito Selma was named by *Architectural Digest* as "The Best of ICFF 2014."

We empowered the Filipino exporter through our export coaching program, CITEM Cares, aimed at developing globally competitive exporters that will meet the requirements of the global market. Customized seminars and modules were conducted in key areas throughout the country, namely, Bacolod, Baguio, CARAGA, Cebu, Davao, Ilocos, Laoag, Laguna, Manila, and Pampanga.

CITEM pursued with vigor its Merchandise Development Program, where Philippine designers teamed up with manufacturers in their innovative product creations showcased in Manila FAME and in overseas trade fairs. We extended assistance to a total of 244 companies and developed 260 products in the process.

CITEM values young talent. Through our Young Designer Development Program (Red Box), breakout home and fashion designers had the wonderful opportunity to work with manufacturing companies to give form and function to their unlimited creativity.

As in any industry, challenges -- big or small -- remain. But we are perpetual optimists.

We are determined to push the envelope even further in 2015 to make the Philippines truly a trusted name in the global export market. CITEM, after all, is the undisputed purveyor of design, craftsmanship, value, and hope.


ROSVI C. GAETOS
CITEM Executive Director

SIGNATURE EVENT

**MANILA
FAME**

THE DESIGN
& LIFESTYLE
EVENT

Manila FAME is a bi-annual showcase of craftsmanship, design innovation, eco-sustainability, and artisanship in Philippine products. It features finely selected furniture and home furnishings, holiday gifts and décor, and fashion accessories designed and crafted in the Philippines for the global market.

Manila FAME is the second longest-running trade show in the Asia Pacific, and is the only trade event in the country that is approved by the *Union des Foires Internationales* (UFI), the Global Association of the Exhibition Industry.



Manila FAME





59th Edition MARCH 2014

No. of Exhibitors	: 270
No. of Trade Buyers	: 5,218
Foreign	: 871
Local	: 4,347
Export Sales	: USD 14.2 M
Domestic Sales	: PHP 104.5 M
Retail Sales	: PHP 63.1 M

EVENT HIGHLIGHTS

Design Philippines Scenography

Design Philippines Scenography was a presentation of exceptional craftsmanship, quality and innovation from the Philippines' leading creative entrepreneurs working under the mentorship of Manila FAME Creative Director Budji Layug and top billed by Designer of the Year Awardee (**MAISON&OBJET** Asia) Kenneth Cobonpue. For the March 2014 show edition, each product sector was represented in multiple scenography headlines: Celebrate (Holiday & Gifts), Decorate (Home), Desire (Fashion), and Inspire (Arts & Crafts).

Manila Wear

Manila Wear is a branding initiative under the curatorship of international icon Josie Natori that aims to position the Philippine fashion industry in the tropical wear market segment and push Philippine design and its unique sensibility that is better than the rest of Asia. For the March 2014 show edition, Manila Wear unified 16 of the Philippines' top fashion and accessory designers, redirecting their creative energies towards the development of new and refreshing designs of apparel and accessories using indigenous and other materials to create works of art and craftsmanship.



Red Box

Red Box is a design development program of CITEM which aims to create the next generation of Philippine Talents. In every Manila FAME edition, the Red Box introduces a fresh batch of Philippine designers, who are matched with local manufacturers to create innovative products that reflect their unique design sensibility.



RED BOX TALENTS
in the March 2014
show edition of Manila
FAME. Also in photo
are CITEM Executive
Director Rosvi Gaetos
(seated, second from
left) with (standing from
left) designers Kenneth
Cobonpue, architect/
designer Lyndon Neri,
Manila FAME Creative
Director Budji Layug,
and CITEM Deputy
Executive Director Rhea
Matute.

SIGNATURE EVENT

MANILA FAME

THE DESIGN
& LIFESTYLE
EVENT



OTOP Marketplace

The One Town, One Product (OTOP) Marketplace top-billed the 25 "Rising Stars" of the regions, whose products were created by local communities, highlighting tradition, culture, and craftsmanship while emphasizing sustainability and generating livelihood.

OTOP is a project of the Department of Trade and Industry-Bureau of Domestic Trade (DTI-BDT).

Weaves of the Philippines/Craftspots

Weaves of the Philippines is an initiative of CITEM, in partnership with the Garments and Textile Industry Development Office (GTIDO), with the end view to raise awareness on the rich weaving tradition of the Philippines.

Traditional Weaves of the Philippines were given a contemporary perspective by a group of Red Box designers who partnered with local manufacturing companies and weaving communities to create their own weaves of art. Featured installations spanned the three major island groups of the country: *abel* of Ilocos Sur (Luzon), *banig* of Samar, *piña* of Aklan (Visayas), and *t'nalak* of South Cotabato/Davao (Mindanao).

No. of Exhibitors	: 370
No of Trade Buyers	: 3,584
Foreign	: 921
Local	: 2,663

Export Sales	: USD	13.4 M
Domestic Sales	: PHP	45.1 M
Retail Sales	: PHP	20.4 M

TABLESCAPES (bottom) by German master florist and designer Detlef Klatt (below far left) showcased in the October 2014 show edition of Manila FAME. Also in the photo are CITEM Executive Director Rosvi Gaetos and TV personality/lifestyle writer Stephanie Zubiri.



60th edition October 2014

EVENT HIGHLIGHTS

Design Philippines Scenography

Under the creative direction of Budji Layug, the Design Philippines scenography gave life to three stories underlining the October 2014 edition of the Manila FAME – Soulocrafts, Luxe, and Gen C. Products on display featured the latest designs from a collection crafted by designers and exhibitors under the Design for Exports program, as well as, choice pieces from the leaders in home design and fashion.

'Be Our Guest': A Table Accessories Showcase

German master florist and designer Detlef Klatt celebrated the art of dining with an attractive, ready-to-buy collection of table accessories developed in collaboration with 17 manufacturers who are experts in working with materials such as **abaca** (a plant fiber), ceramic, wood, metal, **capiz**, mother of pearl, and other natural materials.

Manila Wear

Renowned fashion designers Cesar Gaupo, Lulu Tan-Gan, and JC Buendia teamed up with international fashion icon Josie Natori as curator for last October's presentation of Manila Wear. Manila Wear continues to position the Philippines as an advocate of unique fashion pieces that combine artisanal crafts with contemporary sensibilities.



SIGNATURE EVENT

MANILA FAME

THE DESIGN
& LIFESTYLE
EVENT



NeoTextiles Philippines

NeoTextiles aims to support and promote the Philippine textile industry, positioning it as a commercially viable and globally competitive product that gives value to its roots while innovating tradition and embracing today's trends to create products that are versatile and modern.

Red Box (Home)

Red Box is a design development program of CITEM which aims to create the next generation of Philippine design talents. In every Manila FAME edition, the Red Box introduces young designers, who are matched with local manufacturers to create innovative products that reflect their unique design sensibility.

OTOP Marketplace

The One Town, One Product (OTOP) program of the Bureau of Domestic Trade (BDT) of the Department of Trade and Industry (DTI) promotes entrepreneurship and job creation in the country's various regions.



MANILA





60th edition October 2014

International Hall

The International Hall is a business venue that brings together under one roof international exhibitors, notably from Asia Pacific and ASEAN countries, tapping into the local and international markets. It provides a fresh sourcing venue for trade buyers from around the world who regularly come to Manila FAME.

Participating countries in last October's Manila FAME were Australia, India, Indonesia, Korea, Malaysia, Pakistan, and Taiwan.



Modernizing the Masters

Rogue magazine presented the visual tribute "Modernizing the Masters." At the entrances leading to the ground-floor exhibits, four talented artists paid tribute to the undisputed luminaries of Philippine art by creating works that evoke their spirit and style while ushering them into the realm of modernity.



DESIGN PHILIPPINES
CENTRAL SETTING
in the October 2014
Manila FAME show
edition. In photo
(from left): Arch.
Royal Pineda, CITEM
Executive Director
Rosvi Gaetos, Trade
Undersecretary Victorio
Mario Dimagiba,
Trade Secretary
Gregory Domingo,
Trade Undersecretary
Ponciano Manalo, and
Manila FAME Creative
Director Budji Layug.

SIGNATURE EVENT

DESIGN
WEEK
PHILIPPINES



Design Week Philippines

Design Week Philippines is a multi-faceted platform that brings together creative visionaries from diverse backgrounds and disciplines in a series of programs and events that celebrate design and artistry.

Positioning the Philippines as Asia's design destination, Design Week Philippines fosters connections between creative industry practitioners and design enthusiasts. It has become a national agenda that nurtures the creativity and design capability of the Philippines to usher in trade opportunities.

Katha Awards

The Katha Awards is a hallmark of Philippine design excellence through the recognition of product design and innovation that combine the ideals of form and function. Since its launching in 1983, Katha Awards has sought to inspire and challenge Philippine exporters and the designers to constantly innovate and develop designs and products for export.

MARCH 2014 WINNERS

Best Product Design - Furniture

BORDEAUX CHAIR

INDUSTRIA Home

Designed by Jude Ismael Tiotuico

Best Product Design - Home Décor

ANGLER LAMP

MCAA Industrial Corporation

Designed by Miguel Carlos C. Aguas

Best Product Design - Fashion

CROCHETED HANDBAG with Real Twig

The Gilded Expressions

Designed by Ann Pamintuan

Best Product Design - Holiday Décor & Gifts

BIRD ORNAMENT with Capiz Wings

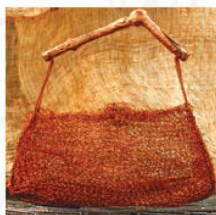
Navidad Crafts Export Corp.

Designed by Roberto Borromeo

Eco-Design Award

POI NECKLACE

Floreia by CVD Ventures, Inc.



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OCTOBER 2014 WINNERS

Best Product Design - Furniture

B-LUXE CHAIR

Ito Kish

Designed by Ito Kish

Best Product Design - Home Décor

FLUTTY CANDLE LIGHT

Industria

Designed by Jude Tiotuico

Best Product Design - Fashion

CALLI-IDEAL DESIGN

Tixi Handbags Mfg.

Designed by Tessa Nepomuceno





Best Product Design - Holiday Décor & Gifts
PAPER FINIALS
 Paper Capers
 Designed by Arlene Gaddi-Maceda and
 Arthur Gaddi

Eco-Design Award
CRYSTAL CLOCK
MASAECCO
 Designed by Wataru Sakuma

Best Booth Display
SCHEMA



PHILIPPINES



Design Talks

Design Talks is the platform for industry practitioners, design *aficionados*, and people from the academe to gain insights and inspiration from the experiences of design icons from all over the world. It is an opportunity for dialogue and discussion to enhance knowledge, fuel creativity, encourage collaboration, and expand design networks.

MARCH 2014

Continuing the discourse of developing the creative mindset and to further expand the idea of design thinking, the framework for the March 2014 edition of Design Talks revolved around DESIGN INNOVATION.

GoodDESIGN + People
 GoodDESIGN + Technology
 GoodDESIGN + Business

OCTOBER 2014

The framework for the October 2014 edition of Design Talks revolved around DESIGN FOR LIFE.

Design and Sustainability
 Design that Sells
 Building Asia
 Design Forward



Design Tours

Design Tours, an integral component of Design Week Philippines, aims to highlight key destinations within Metro Manila to provide a glimpse into the rich cultural and creative capital of the Philippines.

MARCH 2014: The March 2014 edition of Design Tours offered participants a half-day, interactive walking tour of Manila's historical landmarks to provide participants a multi-dimensional appreciation of the Philippines beyond the walls of the exhibition venue.

OCTOBER 2014: The October 2014 edition of Design Tours featured a cultural culinary walking tour around the oldest Chinatown in the world, the district of Binondo in Manila.

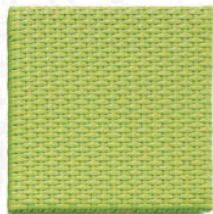
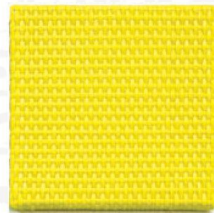
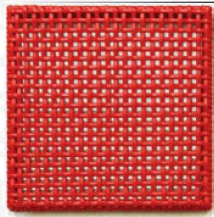


Creative Environment

Creative environment brings together a diverse group of design enthusiasts in a curated itinerary that encourages dynamic meet-ups and exciting encounters with members of the creative class. From events to museums and galleries to the metro's latest retail concepts, these are destinations that support creative expression of all kinds.

VENUE
BRAND

HALLONE
DESIGN FOR EXPORTS



W
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*'BILIBID OR NOT'
SPECIAL EXHIBIT at
HallONE during the
October 2014 show
edition of Manila FAME.*





KATHA AWARDS at HallONE during the March 2014 show edition of Manila FAME.



HallONE: Design for Exports

HallONE is a year-round sourcing facility that showcases the best of Philippine design, creativity, and wealth of local material in the form of export-quality products and material from the country's home, fashion, and food industry sectors.

In 2014, HallONE hosted trade missions and delegations from various countries including China, USA, Portugal, Pakistan, and the Middle East which generated trade inquiries and sourcing visits from these countries. HallONE also played host to strategic events such as buyer sourcing shows, business matching, and industry networking events for local and foreign buyers from Italy, South Africa, USA, Australia, New Zealand, Asia, and India.

As interest in HallONE grows, expectations are high as it maps out its 2015 plan to beef up its knowledge support services with a material section by the Knowledge Hub (library) and the maximization of its space with the entry of more fashion and food exhibitors on top of home companies. It is now focusing more on sourcing events than meetings and conferences.



OVERSEAS TRADE FAIRS



**DESIGNER OF THE YEAR
AWARDEE** Kenneth
Cobonpue and Rising
Asian Talent Awardee
Liliana Manahan (center)
with (from left) Budji
Layug, CITEM Executive
Director Rosvi Gaetos,
and PTIC-Singapore
Commercial Counselor
Glenn Peñaranda at
MAISON&OBJET Asia.

Design Philippines is a branding initiative that positions the Philippines as a sourcing destination for finely crafted products for the world market. It is a design movement that nurtures and celebrates the creativity and originality of a globally competitive and passionate community of Filipino designers and craftsmen. As a movement, Design Philippines has taken shape and now speaks with recognized authority in the world of design.

Philippines DESIGN

STORY THAT INSPIRE

"CITEM, through its Design Philippines program, has allowed us to expand our horizons. Before the Design Philippines program, our company's role in the value chain was simply to convert raw materials into products – as a producer or manufacturer. In April of 2013 when the program began, we launched our trademark, Schema, which represents our company's know-how in production and design and the willingness to communicate to a wider global audience.

The knowledge that we have gained through CITEM's program now allows us to explore the value chain further and understand where we can position our company. To be more specific, Design Philippines has taught us the meaning and importance of branding and product identity and how it can be applied in marketing, distribution and selling."

JEGO LUIS JIAO
Chief Operating Officer
SCHEMA

● Maison LeBeige In-Store Promotion in Seoul, South Korea

Design Philippines was successfully launched in Seoul, South Korea in an in-store promotion featuring contemporary furniture pieces and home accents from Philippine home design brands KENNETHCOBONPUE, Industria, and Vito Selma. The design exhibition, held at Maison LeBeige in January 2014, was a collaboration between Samsung's Cheil Industries and the Philippine Trade and Investment Center (PTIC) of Korea, in cooperation with the ASEAN-Korea Centre (AKC).

● MAISON&OBJET Asia

Seven Philippine brands presented under the Design Philippines in MAISON&OBJET Asia 2014, the maiden edition in Asia of the bi-annual Paris event held at the Marina Bay Sands in Singapore in March 2014.

Export Sales	: USD 359,816
No. of Philippine Brands Presented	: 7
No. of Buyer Inquiries	: 732





THE ART OF THE CRAFTSMAN



● Salone Internazionale del Mobile

The comeback participation of the Philippines in *Salone Internazionale del Mobile* (Milan Furniture Fair) after seven years of absence proved to be a good move as 11 Philippine brands featured an impressive presentation of home décor and accents in the prestigious furniture show Milan, Italy in April 2014.

Export Sales : USD 4.4 M

No. of Exhibitors : 11

No. of Buyer Inquiries: 921

● International Contemporary Furniture Fair (ICFF)

CITEM led a 15-member Design Philippines delegation to the 26th annual International Contemporary Furniture Fair (ICFF) held at the Jacob K. Javits Convention Center in New York City in May 2014. ICFF is considered as North America's ultimate platform for global design, which is internationally recognized for its wide range of world-class products – from accessible items to luxury ones.

Export Sales : USD 3.2 M

No. of Exhibitors : 15

No. of Buyer Inquiries: 773

● MAISON&OBJET Paris

MAISON&OBJET Paris is the premier trade fair for interior design held biannually, every January and September. It has established a reputation as among the three most important European events for interior design. Some 12 Philippine brands under the Design Philippines banner were featured in MAISON&OBJET Paris.

Export Sales : USD 3,2 M

No. of Exhibitors : 12

No. of Buyer Inquiries: 1,302

● The Hotel Show Dubai

Some eight companies participated in the Hotel Show Dubai, the largest event in the MENA region which provides suppliers with the opportunity to meet thousands of potential buyers.

Export Sales : USD 5.0 M

No. of Exhibitors : 8

No. of Buyer Inquiries: 349

DESIGN PHILIPPINES
at the maiden edition of
MAISON&OBJET Asia
in Singapore.



OVERSEAS TRADE FAIRS



Food Philippines is the industry brand for the food sector which unifies the overseas promotional efforts of CITEM. Under this brand, the Philippines is positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products.



Food Philippines

Winter Fancy Food Show

The launching of Food Philippines in the US was composed of two major activities: the country's participation in the Winter Fancy Food Show (WFFS) in San Francisco and the selling mission in Los Angeles. Both activities were held successfully, with the number of trade inquiries and sales exceeding the targets by 164 percent and 128 percent, respectively.

Export Sales	: USD 12.8M
No. of Companies Assisted	: 10 (Regular)/14 (DEFood)
No. of Buyer Inquiries	: 329



STORY THAT INSPIRE

"When our company began its operations in 2010, we were struggling to establish our client base. But things started to get off the ground in 2011 when we joined IFEX Philippines, CITEM's signature event. Orders started pouring in. And when we participated in selected international trade fairs organized by CITEM, our market expanded exponentially. Our organic muscovado products have become in-demand global food items being exported to Japan, Korea, Taiwan, Hong Kong, Dubai, Malaysia, and the United States. Thanks to CITEM, Raw Brown continues to be recognized as a food brand to reckon with."

Atty. ALEJANDRO FLORIAN ALCANTARA
President/Chairman
Raw Brown Sugar Milling Co., Inc.





TASTE BY DESIGN

FOOD PHILIPPINES
at Winter Fancy Fancy
Food Show (WFFS)
held in San Francisco,
USA.



● Gulffood

The country's ninth participation in the 2014 edition of Gulffood (Gulf Food Hotel and Equipment Exhibition and Salon Culinaire) proved that Gulffood is indeed the best trade platform where Philippine food companies can best be positioned for the export market in the MENASA region. For the first time, a DEFood Special Setting was mounted, which carried additional 10 institutional companies with newly developed products.

Export Sales : USD 71M/USD 4M
(DEFood Setting)
No. of Companies Assisted : 25+/10 (DEFood)
No. of Buyer Inquiries : 2,309/200 (DEFood)

● FOODEX Japan

The Philippine participation in FOODEX Japan was successful in terms of trade inquiries and potential export orders. Fourteen Food Philippines companies participated in the top trade and food and beverage show in Japan.

Potential Export Orders : USD 25.2M
No. of Companies Assisted : 13/22 (DEFood Setting)
No. of Buyer Inquiries : 431

● THAIFEX: World of Food Asia

Twenty Food Philippines companies represented the Philippines in THAIFEX, considered as Asia's most influential meeting place for global players from the food and beverage, food technology, and retail and franchise industries. It was spearheaded by the Philippine Food Processors and Exporters Organization, Inc. (PHILFOODEX) with assistance from CITEM.

Export Sales : USD 11M
No. of Companies Assisted : 20
No. of Buyer Inquiries : 260

● Taipei International Food Show

Ten Food Philippines companies participated in the Taipei International Food Show (TIFS) 2014, one of the major foods and beverage shows in Asia held in Taipei, Taiwan in June 2014.

Export Sales : USD 13.8M
No. of Companies Assisted : 10
No. of Buyer Inquiries : 192

● SIAL Paris

Food Philippines once again unified the Philippines presence in a high-impact promotion of the country's terroir food products in the *Salon International de l'Agroalimentaire* (SIAL) Paris, the world's largest food innovation observatory in the world, which celebrated its 50th edition at the Parc des Expositions de Paris – Nord Villepinte in Paris, France in October 2014. Fifteen Philippine companies showcased their best food brands to over 130,000 trade buyers from 200 countries.



Export Sales : USD 27.6M
No. of Companies Assisted : 15
No. of Buyer Inquiries : 347

OVERSEAS TRADE FAIRS



Fashion Philippines is form, function, and design sewn together by Filipino craftsmen into tapestries of bold and colorful product collections. One-of-a-kind, signature fashion pieces emerge from the innovative minds and skillful hands of the Philippines' design talents who use traditional and current techniques in manipulating indigenous materials into veritable works of art.



Philippines FASHION

International Fashion Showcase

The Philippine participation in the International Fashion Showcase (IFS) in London, UK in February 2014 opened a door of opportunity to the participating Manila Wear designers: possible distribution in key stores in London and other countries in Europe.

No of Participants : 6
No. of Buyer Inquiries : 400
Media Mileage Value : USD 570,928

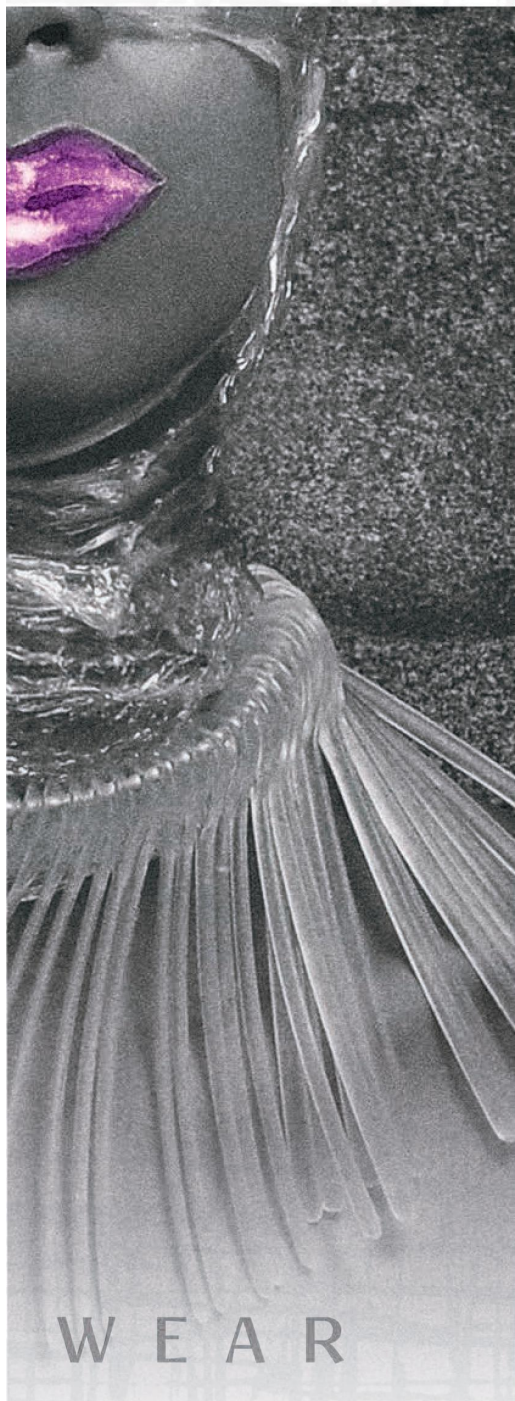
MANILA

STORY THAT INSPIRE

"The extraordinary opportunity of representing Philippine design at the International Fashion Showcase in London for two straight years has given me exposure and learning that is beyond my needs and expectations as a fashion designer. It also gave me a chance to show my creation on a global platform including a spot as one of the 12 Vogue Talents from all over the world - a first for a Filipino. Today, my accessories are sold in the biggest luxury boutiques all over the world, including Barney's NY, Luisa Via Roma, and soon, in Lane Crawford. For all of these, I will always be indebted to CITEM."

KEN SAMUDIO
Fashion Designer





BEYOND ARTISANSHIP



● Fashion Access

The Philippine participation in the Fashion Access trade fair in Hong Kong in March-April 2014 helped boost the Fashion Philippines branding initiative and paved the way to trade inquiries coming from famous international brands such as Prada, Dolce & Gabbana, Armani Exchange, and Lee and Fung, among others.

Export Sales : USD 865,453

No. of Participants : 16

No. of Buyer Inquiries: 230

● Philippine Brands in Motion

The Philippines Brands in Motion participation in Franchise License Expo Indonesia (FLEI), held in Jakarta, Indonesia in September 2014, aimed to globalize Filipino fashion retail brands by partnering with foreign companies and create international awareness of the design and manufacturing capabilities of Philippine apparel and footwear companies.

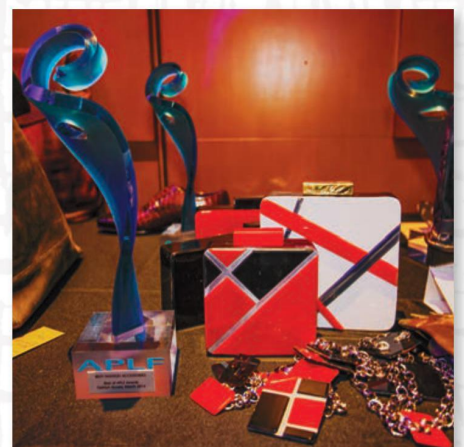
The initiative showcased nine of the top fashion retail Philippines brands. Two partner associations, the Philippines Franchise Association (PFA) and the Philippines Retail Association (PRA), also showcased their services.

No. of Exhibitors : 11

No. of Buyer Inquiries: 475



FASHION PHILIPPINES AT THE INTERNATIONAL FASHION SHOWCASE (IFS). In photo are (from left): Honorary Consul Vic Casim, Philippine Embassy in UK; Consul General Senen Mangalili, Curator Olivia d'Aboville, Philippine Embassy in UK; Ambassador Enrique Manalo, PTIC-UK; Commercial Counselor Kitchie Umali, CITEM; Project Manager Anna Alzona at the International Fashion Showcase



MIKA & GELA CORP. was awarded 'Best in Fashion Accessories Collection' in the Philippine Participation at the Fashion Access in Hong Kong.

INSTITUTIONAL PROJECTS/ COMMITMENTS

China-ASEAN Expo

CITEM's 11th year of participation in the China-ASEAN Expo (CAEXPO) in Guangxi, China in September 2014 was marked with a string of business triumphs for the 24 participating Philippine companies. Citations for organizing the Best City of Charm, Best Trade Visitor Promotions, and Investment Promotion had been accorded the Philippines.

Total Potential Export Orders : USD 1.9M

Number of Companies Assisted : 24



CHINA-ASEAN EXPO
(CAEXPO) held in
Guangxi, China.



*GAMEDEV
PHILIPPINES at the
Tokyo Game Show
(TGS) held in Chiba,
Japan.*

Tokyo Game Show

Seven companies from the gaming/programming, support, and animation industries of the Philippines were selected to carry the GameDev Philippines brand in Japan in the Tokyo Game Show (TGS), an annual exhibition for thousands of game enthusiasts who flock to Makuhari Messe in Chiba, Japan every September. The Philippine participation sustained the awareness level generated in the previous year's participation and promoted the GameDev Philippines brand in Japan.



No. of Companies Assisted : 7
No. of New Companies Introduced : 6
No. of Business Inquiries Received : 178



International Alliances

In 2014, CITEM entered into partnership agreements with its trade promotions counterparts here and abroad to enhance cooperation and implementation of trade promotions activities with various private and government sectors.

- **Memorandum of Understanding (MOU) with the Mongolian National Chamber of Commerce and Industry (MNCCI)**
- **MOU with the Department of International Trade Promotion (DITP)**
- **Memorandum of Understanding with the Hong Kong Trade Development Council (HKTDC)**

INSIDE CITEM:



CITEM's
31st
anniversary
celebration.

Consistent with CITEM's values of promoting creativity and nurturing innovation, relationships, and excellence, 2014 saw the agency inspiring its employees to further develop their skills and competencies through active participation in a number of trainings, seminars, workshops, and exposure activities.

CITEM employees underwent trainings aimed at developing skills in the fields of management, communication, and marketing. In its keen endeavor to keep abreast with the latest trends in the design and technology industry, the agency exposed its workforce to the latest technology on the use of social media and to newly developed software in its event promotion and development of work processes.

A select group of CITEM employees also attended various fora and seminars to learn more about industry needs and trends, as well as, government processes to ensure that quality service and assistance were given to CITEM's stakeholders. On top of this, they took part in exposure trips to other trade promotions events.



WORK-LIFE
BALANCE



WHAT'S AHEAD:

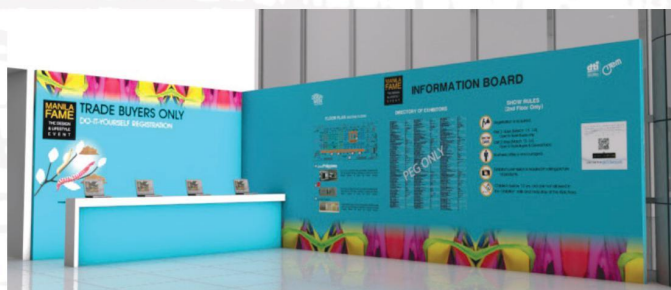


2015 & BEYOND

For the year 2015, CITEM will embark on a momentum marketing campaign to create a distinct Philippines brand that is widely accepted and recognized in the global export market signifying **QUALITY, VALUE, AND RELIABILITY** by 2016.

MOMENTUM MARKETING

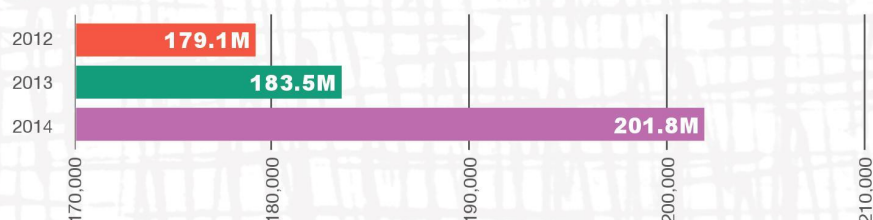
- **Momentum Marketing (*Moving Brands Forward*)**
CITEM takes the Philippines brand to the world via active participation in select trade fairs overseas.
- **One Brand, One Image, One Message**
CITEM shares its vision with its stakeholders with one solid voice.



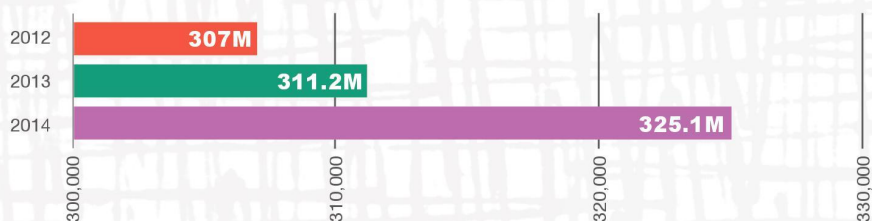
- **Bringing the World to Manila**
CITEM stages its signature events – Manila FAME and IFEX (International Food Exhibition) Philippines – and draws foreign buyers from all over the world.
- **Touching More Lives**
CITEM creates jobs and livelihood through its signature events and participation in overseas trade fairs.

FINANCIAL HIGHLIGHTS

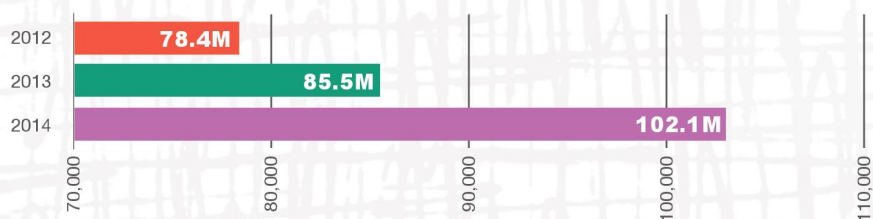
CURRENT ASSETS (in Philippine Peso)



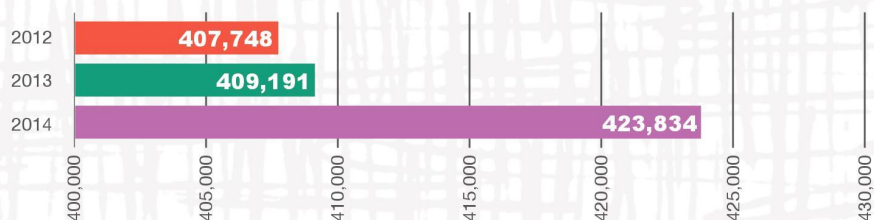
NON-CURRENT ASSETS (in Philippine Peso)



LIABILITIES (in Philippine Peso)



EQUITY (in Philippine Peso)



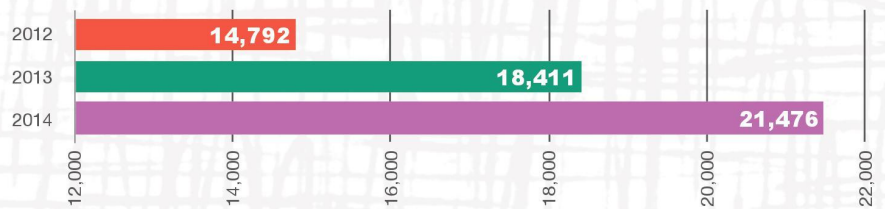
CITEM
Financial Performance Indicators
Year 2014
(in Million Pesos)

		<u>2014</u>	<u>2013</u>	<u>2012</u>
		Audited FS	Audited FS (restated)	Audited FS
Current Ratio	= $\frac{\text{Current Assets}}{\text{Current Liabilities}}$	P197.295M	P181.569M	P179.143M
		P 87.374M	P 72.475M	P 78.405M
		2.26	2.51	2.28
Net Working Capital	= Current Assets - Current Liabilities	P197.295M	P181.569M	P179.143M
		87.374	72.475	78.405
		P109.921M	P109.094M	P100.738M
Debt Ratio	= $\frac{\text{Total Liabilities}}{\text{Total Assets}}$	P103.047M	P 86.498M	P 78.405M
		P526.740M	P494.524M	P486.153M
		20%	17%	16%
Subsidy Ratio	= $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$	P 186.443M	P 188.118M	P 179.510M
		P227.915M	P232.185M	P205.555M
		82%	81%	87%

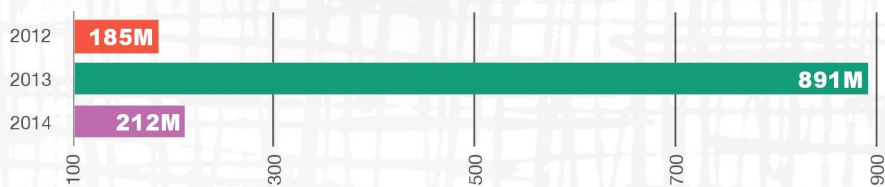
CITEM 2014 ACCOMPLISHMENTS



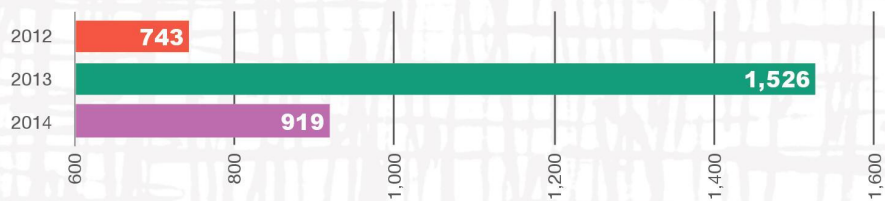
TRADE INQUIRIES



POTENTIAL EXPORT SALES (in US Dollars)



COMPANIES ASSISTED



EXECUTIVE COMMITTEE



BOARD OF GOVERNORS

Hon. GREGORY L. DOMINGO
Secretary
Department of Trade and Industry
Chairman of the Board

Hon. AMANDO M. TETANGCO, JR.
Governor and Chairman
of the Monetary Board
Bangko Sentral ng Pilipinas

Hon. ORLAN A. CALAYAG
Administrator
National Food Authority

Hon. GILDA E. PICO
President and Chief Executive Officer
Landbank of the Philippines

Hon. ROBERT G. VERGARA
President and General Manager
Government Service Insurance System

Hon. ROSVI C. GAETOS
Member
Center for International Trade
Expositions and Missions

EXECUTIVE COMMITTEE

Ms. ROSVI C. GAETOS
Executive Director
Email: rvgaetos@citem.com.ph

Ms. MA. LOURDES D. MEDIRAN
Deputy Executive Director
Email: mldmedira@citem.com.ph

Ms. MARIA RITA O. MATUTE
Deputy Executive Director,
Value Creation and Promotions
Email: rmatute@citem.com.ph
rhea.citem@yahoo.com

Ms. ROMLEAH JULIET P. OCAMPO
Department Manager,
Project Management
Email: rjpocampo@citem.com.ph
leahocampo@gmail.com

Ms. AURELIA O. CRUZ
Officer-In-Charge, Corporate Services
Email: acruz@citem.com.ph

Mr. ARTURO C. DIMAANO
Department Manager,
Marketing Communications
Email: artdimaano.citem2@gmail.com

OFFICE OF THE EXECUTIVE DIRECTOR

Ms. ROSVI C. GAETOS
Executive Director
Email: rvgaetos@citem.com.ph

Ms. MA. LOURDES D. MEDIRAN
Deputy Executive Director
Email: mldmedira@citem.com.ph

Corporate Planning Division

Ms. DORIS U. GACHO
Division Chief
Email: dgacho@citem.com.ph

Legal Unit

Atty. ANNA GRACE I. MARPURI
Attorney V
Email: gmarpuri@citem.com.ph
graciemarpuri@yahoo.com

KEY OFFICIALS



RESOURCE MANAGEMENT

OPERATIONS

MARKETING COMMUNICATIONS

Mr. ARTURO C. DIMAANO
Department Manager
Email: artdimaano@yahoo.com

Creative Services

Mr. MARK DRESDEN L. UYAMAYAN
Officer-in-Charge
Email: mdumayan@yahoo.com

On-Line Promotions

Ms. ANNA CECILIA C. ALEJO
Assistant Division Chief
Email: nichee.alejo@gmail.com

Exhibition Design

Mr. EMMANUEL G. BENIGLA
Officer-in-Charge
Email: ebenigla@citem.com.ph /
eg_benigla@yahoo.com

PR & COMMUNICATIONS

Ms. MINDA G. DEL RIO
Division Chief
Email: mdlrio@citem.com.ph

PERMANENT SHOWROOM

HOLCHI P. QUIBILAN
Assistant Division Chief
Email: hqcitem@gmail.com

CORPORATE SERVICES

Ms. AURELIA O. CRUZ
Officer-In-Charge
Email: acruz@citem.com.ph

Finance Division

Ms. WILMA G. DULAY
Officer-in-Charge
Email: mbuyao@citem.com.ph

Property Management and Logistics Services Division

Mr. JAIME ANTONIO S.
SANDOVAL
Division Chief
Email: jsandoval@citem.com.ph

Human Resource Management Division

Ms. FLORENCE PEARL M.
BUENSALIDO
Officer-in-Charge
Email: fpbuensalido@citem.com.ph

Systems Management Information Services Division

Ms. ELVIE A. BORJE
Division Chief
Email: eborje@citem.com.ph

Facilities Management and Logistics Services

Mr. REYNALDOR GONZALES
Officer-in-Charge
Email: rgonzales@citem.com.ph

VALUE CREATION AND PROMOTION DEPARTMENT

Ms. MARIA RITA O. MATUTE
Deputy Executive Director
Email: rmatute@citem.com.ph /
rhea.citem@yahoo.com

Branding and Promotions

Mr. MARLON A. GALANG
Assistant Division Chief
Email: mgalang@citem.com.ph

Merchandise Design Development

Ms. EVA MARIE C. MARIQUINA
Assistant Division Chief
Email: evamariemariquina@gmail.com

PROJECT MANAGEMENT DEPARTMENT

Ms. ROMLEAH JULIET P.
OCAMPO
Department Manager
Email: rjpocampo@citem.com.ph
leahocampo@gmail.com

Event Services

Ms. ROWENA D. MENDOZA
Division Chief
Email: rmendoza@citem.com.ph
wmendoza.citem@yahoo.com.ph

Exhibitor Marketing Services

Ms. MARJO F. EVIO
Division Chief
Email: marjo_citem@yahoo.com

Buyer Marketing Services

Ms. KATRINA C. PINEDA
Assistant Division Chief
Email: kate.pineda@gmail.com

Business Development Team

Ms. MA. LOURDES D. MEDIRAN
Deputy Executive Director
Email: mldmedira@citem.com.ph



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Boulevard cor. Sen. Gil J. Puyat Avenue, 1300 Pasay City, Philippines
Telephone: (632) 831-2201 to 09 • Fax: (632) 832-3965/833-1284 • E-mail: info@citem.com.ph
www.citem.com.ph www.dti.gov.ph www.facebook.com/dti.citem