



2015 | WEAVES OF INSPIRATION

2015 | ANNUAL REPORT

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



2015 | WEAVES OF INSPIRATION

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AN OVERVIEW

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

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, overseas trade fairs and missions, export promotion programs, and a year-round sourcing venue.

VISION

To create a distinct Philippines brand that is widely accepted and recognized in the global market for its quality, value, and reliability.

MISSION

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

TOWARDS MAKING GROWTH INCLUSIVE

For three decades, CITEM has been fostering inclusive growth among the country's MSMEs by laying multidimensional interventions to promote their products and grow their business in the global market. The challenge to establish the country's image as the premier sourcing destination in Asia is being addressed by setting the highest standards of creativity, excellence, and innovation.

CITEM organizes Manila FAME, Design Week Philippines, IFEX Philippines, and participates in overseas trade fairs and selling missions as significant platforms of MSMEs to present the best of Philippine designs and locally manufactured products to the world. In its thrust to upgrade the quality of such products to international standards and pursue export competitiveness in the international market, CITEM continues to provide MSMEs and Filipino design talents access to world-renowned expertise and technologies in design, product development, and capacity building.



CITEM undertakes Design for Export initiatives:

- Brand Building
- Export Coaching
- Merchandise Development
- Young Talent Development
- Local-International Talent Collaboration
- Permanent Showroom

THE INCLUSIVE GROWTH AGENDA



In a speech he delivered to open the Asia-Pacific Economic Cooperation (APEC) leaders' retreat at the Philippine International Convention Center (PICC) in November 2015, President Benigno Aquino III said that the country achieved "inclusive economic growth" because of the administration's good governance and critical structural reforms.

The administration's vision for the Philippines is a country with an organized and widely shared rapid expansion of the economy through a government dictated to honing and mobilizing the skills of the people and harnessing the country's rich supply of natural resources.

The President's "Social Contract with the Filipino People" is a 16-point agenda that lays down the government's vision in the different priority areas of development. The contract's key points include the President's commitment to transformational leadership, economic growth, better government service, gender equality, peace and order, and environmental protection.

The Philippines' growth agenda involves all segments of society as invaluable participants in a growth that creates jobs, sends children to school, puts food on the table, raises standards of living, protects the environment, fosters creativity and innovation, and levels the playing field. In short, finding ways to spread economic benefits to everyone goes hand in hand with the Aquino administration's thrust.

Being true to the inclusive growth agenda of the Aquino administration, CITEM organizes signature events and participates in key overseas trade fairs in order to promote the business of Philippine MSMEs that help generate local and export sales as well as provide sustainable livelihood in the grassroots level.

In 2015, CITEM assisted a total of 1,507 local MSMEs, generated USD441M in sales (export and local sales), and created some 414,478 jobs.





CITEM'S ACCOMPLISHMENTS

- 17** PROJECTS ACCOMPLISHED
- 4** SIGNATURE EVENTS
- 1** INTERNATIONAL HALL AT MANILA FAME
- 2** DESIGN WEEK PHILIPPINES
- 14** OVERSEAS TRADE FAIRS
- 1** INSTITUTIONAL EVENT
- 1** PERMANENT SHOWROOM

Companies Assisted	:	1,507 Local MSMEs
Buyer Attendance	:	15,154 Local and International Buyers
Media Mileage	:	PHP399.68 M (Media Value)
Export Sales Reported	:	USD438 M
Local Sales	:	PHP168 M
Jobs Supported	:	414,478 jobs



Moving Brands Forward

CITEM takes the Philippines brand to the world through active participation in select overseas trade fairs.

One Brand, One Image, One Message

CITEM shares its vision with its stakeholders with one solid voice.

Bringing the World to Manila

CITEM draws foreign buyers from all over the world through its signature events – Manila FAME and IFEX (International Food Exhibition) Philippines.

Touching More Lives

CITEM creates jobs and livelihood through its developmental and promotional activities and programs both in international arena and the country.



A CATALYST FOR ECONOMIC DEVELOPMENT

The Department of Trade and Industry (DTI) is tasked to expand Philippine trade, industries, and investments as the means to generate jobs and raise incomes for Filipinos. It acts as catalyst for intensified private sector activity in order to accelerate and sustain economic growth through comprehensive industrial growth strategy, progressive and socially responsible trade liberalization and deregulation programs, and policy-making designed for the expansion and diversification of Philippine trade, both domestic and foreign.

DTI targets to achieve the following by 2016:

- Improve the country's competitiveness -- land in the top one-third ranking (for country's competitive environment for the firms) in major international surveys.
- Generate 4.6M employment from industry and services sector, with 2M coming from the MSME sector.

To attain the above-mentioned goals, DTI needs to expand exports, increase investments, develop and promote MSMEs, and enhance consumer welfare and protection. These should be accomplished by the following major final outputs (MFOs):

- Trade and Industry Policy Formulation Services
- Trade and Investment Promotion Services

DTI commits to effect good governance by delivering public service that is responsive, participatory, accountable, efficient, transparent, and honest.



MILESTONES

1984

Founding of CITEM by virtue of Executive Order 989 to strengthen the country's export promotions program. CITEM was established by merging two DTI agencies: The Center for International Trade Expositions and Missions, Inc. (CITEM, Inc.), which was established in 1983, and the Philippine Trade Exhibition Center (PTEC).

Launch of the Best in the World Program with 10 of the world's top merchandisers and designers working with local manufacturers to transform the seven non-traditional export priority sectors.

Launch of Manila FAME's Apparel Market Week (April edition).

Launch of Manila Furnishings & Apparel Manufacturers Exchange (FAME) Market Week as the global platform for SMEs (October Edition).

Recognition of the Philippines as the "Italy of Asia" by *Furniture Today USA*.

1985

Holding of the first Exports for Housewives Seminars to create a new corps of exporters.

1986

Turnover of the Golden Shell Awards to CITEM from the Design Center of the Philippines.

Worldwide launch of Top Lines in Motion: A Traveling Exhibit of Philippine Fashion Apparel & Accessories that visited Australia, Europe, Japan, and the US.

Spearheading of a roving exhibition for interior design in key Asian markets: Hong Kong, Malaysia, Singapore, and Brunei Darussalam.

Turnover of the Katha Awards to CITEM.

CITEM's first time to spearhead the Philippine participation in a world exposition: Expo 86 (the 1986 World Exposition) in Vancouver, Canada.

Inauguration of the permanent showrooms for the seven non-traditional export priority sectors at the International Trade Center.

1987

Opening of the Regional Display Hall at the International Trade Center.

1988

Inauguration of the Export Product Showcases at the Ninoy Aquino International Airport (NAIA).

1989

Intensive in-store promotions in major department stores in the US (Bloomingdale's and JC Penny), Canada (Hudson's Bay), France (Galeries Lafayette), Spain (El Corte Ingles), Japan (Mitsukoshi), and Taiwan (Far Eastern Department Store).

1990

Launch of the 1st National Food Fest.

1991

Hosting of the 5th Asian Trade Promotion Forum in Manila, with 15 countries in attendance.

Launch of "Papel Likhang Kamay" to help promote the development of the handmade paper industry for export.

1994

Launch of the Merchandise Design Consultancy Program to recognize and promote Philippine talents and designers, with Budji Layug as the first Filipino designer joining the program.

1996

Hosting of the 6th Asia-Pacific International Trade (ASPAT) Fair of UN-ESCAP, with 26 countries in attendance.

Receipt of the Most Outstanding Government Service Award for organizing the Asia-Pacific International Trade Fair.

1997

Launching of Bio-Search '97, the 1st Southeast Asian Regional Conference on Herbolgy (Natural and Herbal Products) in June 1997 at the Philippine Trade Training Center (PTTC).

Hosting of the UNESCO and the International Trade Centre (ITC) at the Philippine International Convention Center (PICC) in October 1997.

1998

Partner Country Presentation at the 1998 Hannover Fair, with CITEM tasked to oversee and undertake the necessary preparations for the international fair.

1999

Formation of the design group “Movement 8” to give face to the existence of Philippine design resulting from a very successful participation of a group of Filipino designers/exporters in the Valencia International Furniture Fair headed by Budji Layug, together with the late former CITEM Executive Director Araceli Maria Pinto-Mansor.

2000

First official participation of Movement 8 in the Valencia International Furniture Fair.

Organization of the Philippine participation in the World Expo 2000 in Hannover, Germany with Ed Calma as curator.

2001

Philippine participation in *MAISON&OBJET* in Paris, France.

Organization of the 1st e-Services Philippines as a trade platform to propel the information and communication technology and BPO industries.

2002

Participation of Movement 8 in the International Contemporary Furniture Fair (ICFF) in New York, USA, and winning the Editors Award for Craftsmanship.

Participation of Movement 8 in events in Paris, Cologne, and Milan.

Feature of Movement 8 at the *Salone Internazionale del Mobile* in Milan, Italy.

2003

Staging of the Philippine solo exhibition titled “Philippines-China: Ties That Bind” at the Shanghai Exhibition Center in Shanghai, People’s Republic of China.

2004

Spin-off of the Asian Ethnic Food Fair as the 1st International Food Exhibition (IFEX) Philippines.

2005

Turnover of the National Trade Fair to CITEM in support of SME development.

Spearheading of the Creative Industries Forum to mobilize the leaders and stakeholders of the creative economy.

2006

Organization of “TRANSFORMATIONS: Nature and Beyond” at ICFF, which highlighted the works of 10 of the world’s top designers, using 10 Philippine indigenous materials.

2009

Celebration of Manila FAME’s 50th Edition with an expanded show that embraced new creative sectors.

2010

Organization of the Philippine participation in the World Expo Shanghai 2010.

2011

Industry unity after more than 20 years: Consolidation of four sourcing shows under the Manila FAME banner (Manila FAME, Manila Now, CebuNext, and Bijoux Cebu).

Pouring of investments in Retooling the Exporter, Revamping the Show, and Improving the Product.

Launch of the new Merchandise Specialist Program at Manila FAME to refocus product and design development towards commerciality and profitability.

2012

Collaboration with EPOCH, a group of young designers, to highlight the rise of the next generation of designers which came to be known as the Red Box Program.

First feature of Mindanao, BIMP-EAGA, and ARMM in IFEX Philippines.

Re-launch of the Katha Awards under the Design Week Philippines.

Positioning of IFEX Philippines as “Asia’s Ethnic Food and Ingredients Show” for a re-launch in 2013.

2012

Growing the show: Rebranding of Manila FAME as the Design and Lifestyle Event.

Local and international design collaboration: Design icons’ involvement in Manila FAME’s Creative Team led by Josie Natori, Budji Layug, and Kenneth Cobonpue, together with a team of international marketing/design consultants.

Launch of additional features: Manila Wear and Design Week Philippines.

President Benigno S. Aquino III’s declaration of Design Week every March and October through Proclamation No. 277 to celebrate design-centered programs and events that foster creativity among Filipinos.

Launch of the Design for Exports Program, an export promotions intervention for SMEs.

Feature of Manila FAME and its design team for the very first time in France’s two luxury lifestyle publications: Cote Sud and Elle Decoration.

Launch of HallONE: Design for Exports at the International Trade Center as a year-round sourcing venue for local and foreign buyers.

Rebranding and repositioning of IFEX Philippines as “Asia’s Ethnic Food and Ingredients Show.”

Brand building (Go Where the Buyers Are) through launch of the Food Philippines brand in overseas trade fairs where CITEM participates.

2013

Show expansion and innovation, with a new movement in design (Sustain What Works).

Introduction of a new movement in design by launching NeoTextiles: A Material Development Program featuring handwoven textiles from Ilocos, Palawan, and South Cotabato, made into home and fashion products by manufacturers from Bulacan, Davao, and Manila.

Calibration of global promotions through the launch of the Design Philippines and Fashion Philippines brands in overseas trade fairs where CITEM participates.

CITEM organizational direction to develop a high-focus and high-performance team through the setting of Wildly Important Goals (WIGs).

2014

Presentation of the Tabletops Special Setting, a product design development program by multi-awarded German merchandise specialist Detlef Klatt, at Manila FAME March 2014 edition.

Empowerment of the Filipino exporter through the launch of the CITEM CA|RES Program.

Launch of the Design for Exports Food Program (DEFood).

2015

Momentum Marketing: Moving Brands Forward, an integrated program that combines product and merchandise development with marketing and promotion strategies that aims to touch more lives and bring the world to Manila through a more unified “One Brand, One Image, One Message.”

Participation of APEC Economies at IFEX Philippines.

Mounting of LUXE Philippines during the APEC Women and Economy Forum in September 2015: A special exhibition and an upscale retail event that created a new branding initiative from CITEM that targets the direct consumers of Meetings, Incentive Travel, Conventions and Exhibitions/Events (MICE) sector.

Launch of the Red Box Young Design Talents Competition.

Launch of The Artisans Village as an exhibition concept at the Manila FAME that brings together under one thematic roof the small producers of crafts, décor, fashion, and home accessories from all over the country. The Artisans Village created a strong consolidated image for crafts from the regions as well as an ideal marketplace for small regional producers.

WHAT OUR STAKEHOLDERS SAY ABOUT MANILA FAME:



"Manila FAME has always been a good venue for us to showcase our creativity, our products. We hope that more buyers will come in to see how much heart we put into every item." -- Jennifer Lo, Larone Crafts, Inc.

"We have been joining Manila FAME for 18 years, and this is our 36th edition. We never missed out any of the shows in 18 years. This is a very important show for us. I feel this is our home exhibition and this is a major presentation for the export and local market. We do meet new buyers, and we have regular buyers that come and visit Manila FAME to see us. Right now, the local business is growing. There is a big demand for products that are here in Manila FAME for the local market." -- Jerry Jiao, Jr, Schema

"We meet a lot of people; we meet a lot of clients because of Manila FAME. We wouldn't be recognized without being part of this show." -- Marikris Imson, Kit Silver Jewellery

"Because of CITEM's support, we get recognized all over the world. Generally speaking, this is the only Philippine exhibition that we have. I hope everybody is with me in saying that we start from here and, of course, we can always participate in other international fairs. But Manila FAME is already a good start. There's a lot of small people like me who can easily join the show because it's not so expensive." -- Ramir Bonghanoy, Bon-Ace Fashion Tool, Inc.



"It's just a very warm show...very Filipino, the hospitality. It's very easy to be impersonal in a huge show; you could just disappear. Here, you could talk to exhibitors and develop a relationship with them." -- Rashmi Tolentino-Singh, Lightworks



"We can see different styles [of furniture]. Products are suitable for the Myanmar market." -- Wood Based Furniture Association (Cham Myae Tha and Sin Ma Furnishings) (Myanmar)



SIGNATURE EVENTS | MANILA FAME



"It's my first time to exhibit here at Manila FAME. So far, it's been a good experience. It's a good exposure for people to see the solution to the waste problem we are encountering here in the Philippines." -- Wilhelmina Garcia, JunkNot! Handicrafts

"The show is good, well-organized, and well-prepared. The people are capable, approachable, and dedicated." -- Siam Fine Art Lamp Ltd. Part. (Thailand)

"Manila FAME is getting better. More booths, more new items!" -- Jean Luc Bourgon, JLB Trading (France)

"Everything is fantastic at Manila FAME!" -- Katri Vuollet-Bernal, Mimi B (UK)

ASIA'S ETHNIC FOOD & INGREDIENTS SHOW IFEX PHILIPPINES

21-24 MAY 2015
SMX CONVENTION CENTER
MALL OF ASIA COMPLEX
PASAY CITY, PHILIPPINES



The **International Food Exhibition Philippines** (IFEX Philippines) is a showcase of Asia's best ethnic and specialty food; tropical fruits and vegetables; fresh and processed seafood; Halal-certified commodities; and natural, organic, and functional food products.

Since its inception originally as the Asian Ethnic Food Festival, IFEX Philippines has provided a venue for local and international food companies to take on new markets, launch new products, and conduct business with the world's biggest buyers.

10TH EDITION (MAY 2015)

Companies Assisted: 700 (includes 131 foreign exhibitors)
Trade Buyer Attendance: 1,985
Non-Trade Visitor Attendance: 11,716
Export Sales Reported: USD159 M
Local Sales: PHP52.59 M
Media Mileage: PHP81.76 M



SOCIO-ECONOMIC IMPACT

of CITEM'S Signature Events:
Manila FAME and IFEX Philippines 2015

REVENUES GENERATED
THROUGH MULTIPLIER-
EFFECT ON VARIOUS ALLIED
INDUSTRIES SUCH AS HOTELS,
TRANSPORTATION COMPANIES,
RESTAURANTS,
EXHIBITION COMPANIES
AMONG OTHERS

TOTAL NO. OF FOREIGN BUYERS
(1,658)
X
AVERAGE LENGTH OF STAY
(1.5 days)
X
USD 252.00 per day*
(1 \$ = P 47)
=
PHP 29,456,028

Basis:
October 2015 UNDP Rate for DSA
(Daily Subsistence Allowance)



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.

The components of Design Week Philippines are as follows:



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 launch in 1983, Katha Awards has continued to inspire and challenge Philippine exporters and the designers to constantly innovate and develop designs and products for export.



BEST BOOTH DISPLAY
TADECO (Tagum Agricultural Development Co.) Home
Maricris Floirendo-Brias



BEST PRODUCT DESIGN
Fashion
Victoria Clutch
Carissa Cruz-Evangelista
Beatriz Accessories



SPECIAL CITATION: ECO-DESIGN
Bambike
Bryan Benitez-McClelland
Bambike Revolutionary Cycles

SPECIAL CITATION: BEST PRODUCT DESIGN
Home Décor
Wicked
Tisha de Borja-Samson and Patricia Perez-Eustaquio
E. Murio, Inc.



BEST PRODUCT DESIGN
Furniture
Louis Lamp Chair
Vito Selma
Stonesets International, Inc.



BEST PRODUCT DESIGN
Holiday Décor and Gifts
The Marble Tray
Marmol Stone Work
Designed by Janina Firmalo-Herrera



BEST PRODUCT DESIGN
Fashion
Roma Collection of Ring Stands
Alchemista, Inc.
Designed by Georgina Teng



SPECIAL CITATION: BEST ECO-DESIGN
Gold Paper Bowls
MASAECO
Designed by Jinggoy Buensuceso

BEST PRODUCT DESIGN
Home Décor
Twist
Vito Selma



BEST PRODUCT DESIGN
Furniture
Loopy Chair
Industria Edition



BEST BOOTH DISPLAY
P&B Valises et Compagnie, Inc.



SIGNATURE EVENTS DESIGN WEEK PHILIPPINES



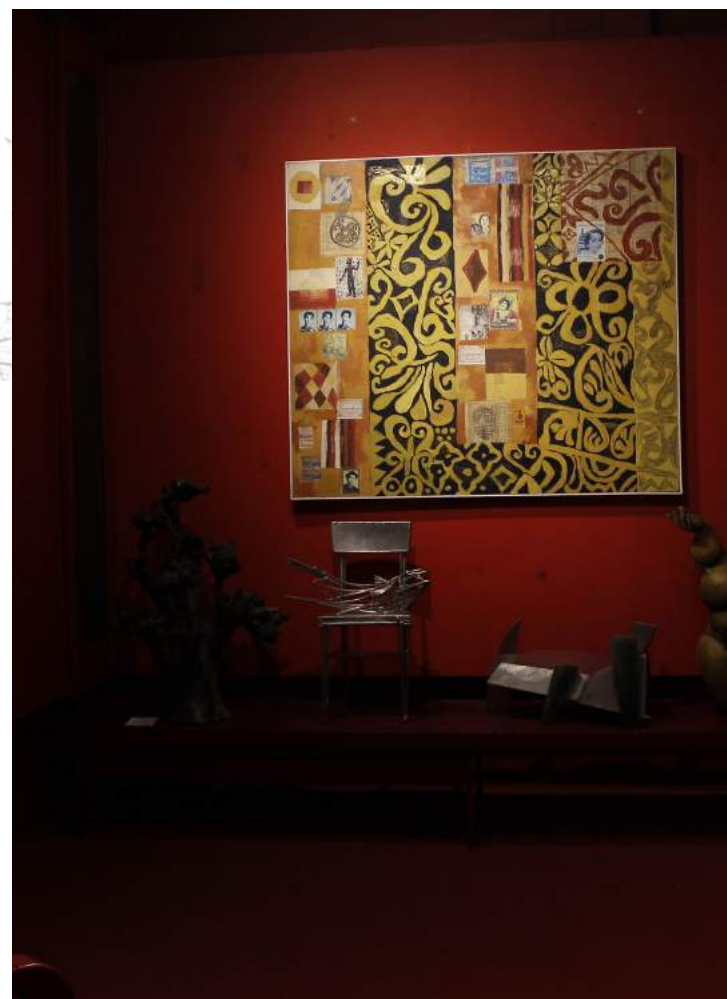
CREATIVE environment

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.

MUSEUM & ART TOURS



Design Tours aims to highlight key destinations within Metro Manila to provide a glimpse into the rich cultural and creative capital of the 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.

61ST EDITION (MARCH 2015)

1	Day
16	Speakers (includes 6 student pitches)
223	Attendees

62ND EDITION (OCTOBER 2015)

3	Days
16	Speakers (includes 4 international speakers, 4 local speakers, and 8 workshop facilitators)
332	Attendees

INTERNATIONAL EVENTS

DESIGN PHILIPPINES
FOOD PHILIPPINES
FASHION PHILIPPINES

DESIGN Philippines

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.

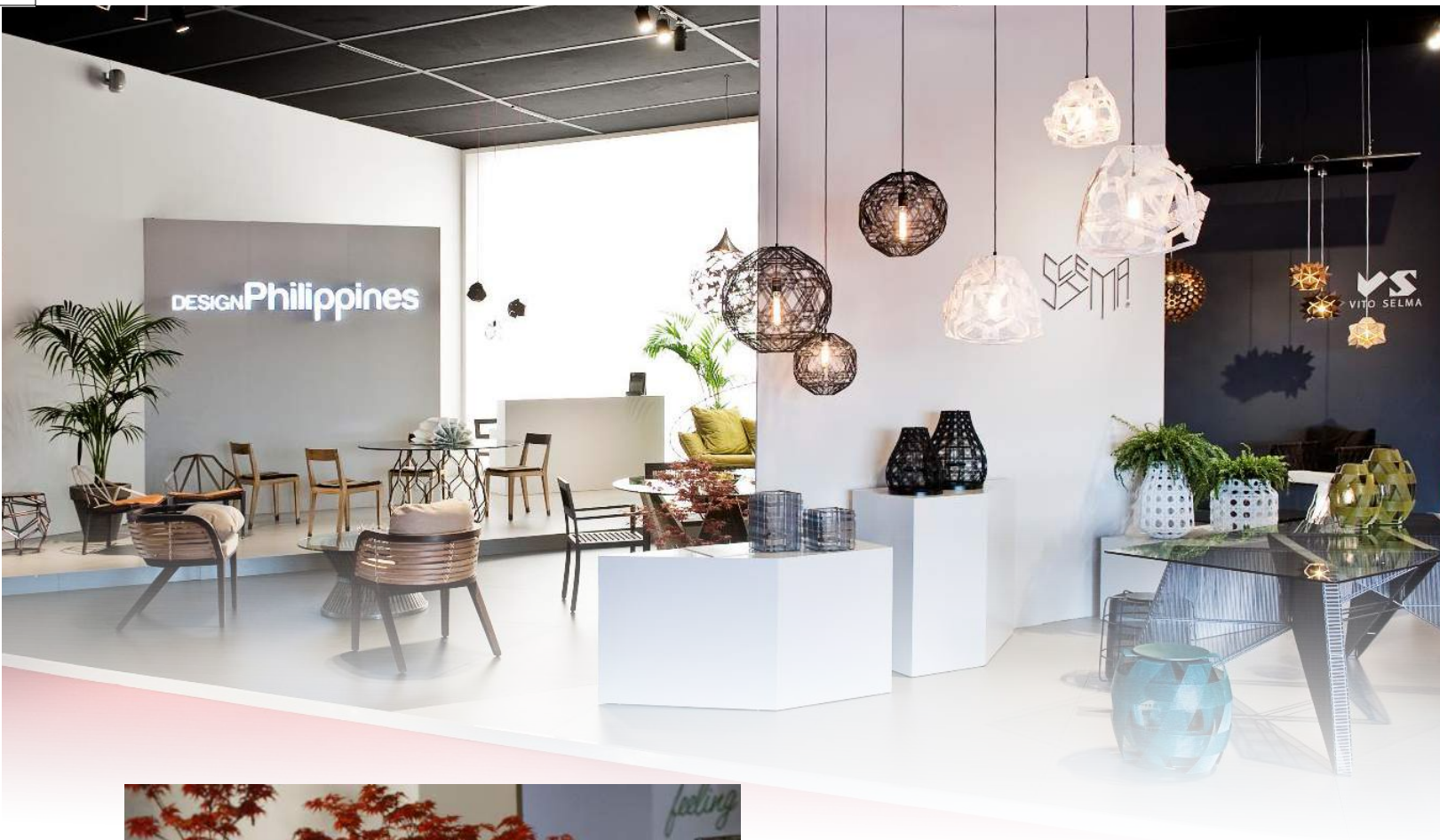
As a movement, Design Philippines has taken shape and now speaks with recognized authority in the world of design.



CITEM 2015 | WEAVES OF INSPIRATION



In April 2015, CITEM sent Design Philippines delegations to *Salone Internazionale del Mobile* in Milan, Italy, in April, and the *International Contemporary Furniture Fair (ICFF)* in New York, USA, in May. Major trade buyers were highly impressed with the Design Philippines presentation, pointing out the “strong collection” and “focused branding.”



SALONE INTERNAZIONALE DEL MOBILE MILAN, ITALY 14-19 APRIL 2015

Companies Assisted: 4
Buyer Inquiries: 238
Export Sales Reported: USD3.26 M
Media Mileage: PHP10.07 M

Salone Internazionale del Mobile (Milan Furniture Fair) is held annually in Milan, Italy. The exhibition showcases the latest in furniture and design from countries around the world. It is considered a leading venue for the display of new products by designers of furniture, lighting, and other home furnishings.

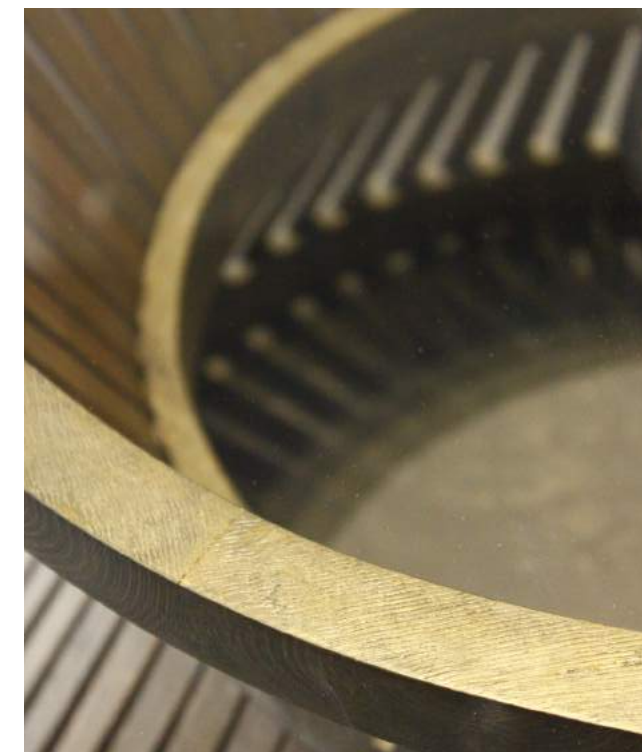
INTERNATIONAL EVENTS | DESIGNPHILIPPINES

Visitor Comments:

"I feel really good to know that you are from the Philippines, from South East Asia, and that your designs are at par with other booths here. We don't really get to see a lot of ASEAN brands here in Salone." -- Singaporean Retailer (as reported by Schema)

*"It is good to see that the Philippines is sustaining its participation in **Salone**. It's only Thailand and the Philippines now. Even Thailand has stopped showing outside the fair." -- Sharmaine Ong, Executive Director, Singapore Furniture Industries Council*

"Impressive. Design Philippines presentation is the best ever. You have gone very selective and the presentation is tighter. I like this direction of more focus on the brands and with very strong collections." -- Frederic Bougeard, International Development Director, MAISON&OBJET



Exhibitor Comments:

"Because of Design Philippines we were able to join the shows internationally -- Milan, Paris, even New York. We've learned how to manufacture and design. Our marketing system or services need to be upgraded to a certain level of branding. It's not just putting a stamp on your products, but doing the whole nine yards in branding. Because of Design Philippines, we've learned how to do that. CITEM has exposed us to seminars and talks on how to go about our brand and start an international one." -- Industria Edition

"CITEM has made us aware that our back office department must also be in the same line or with the same understanding as our front line by its many coaching and mentoring programs. Through the help of CITEM's Design Philippines program, our company has decided that the know-how that we have gained from our manufacturing experience can be interesting and can be shared to more audiences across the globe. Because of this realization in 2013, we have decided to launch our brand Schema to let more audiences know what our company stands for, what our best practices are, who we are in terms of people, and what our products are." -- Schema

"As part of the Design Philippines team, we have enhanced our experience and knowledge in branding. When we joined Salone, we got to see other brands, the topnotch brands, and we got to benchmark with them." -- Triboba Bay





Exhibitor Comments:

"We've been meeting the right kind of people so far and we are happy." -- Randy Viray, CEO, Triboa Bay Living



INTERNATIONAL CONTEMPORARY
FURNITURE FAIR
NEW YORK, USA
16-19 MAY 2015

Companies Assisted: 6
Trade Buyer Inquiries: 997
Export Sales Reported: USD 0.542 M* (5/6 brands reported)
Media Mileage: PHP9 M

ICFF is internationally recognized as North America's ultimate platform for global design, for its wide range of world-class products – from accessible items to luxury ones.



Buyer Comments:

"I always look forward to seeing the Philippines group here. Always one of the best-designed things." -- Glorimar Santiago, Design Manager, Starbucks Coffee Company

"The products in this booth are superb!"
-- Nam Tran, Interior Designer, Sheridans

"The Philippines has the resources – the materials, the designers, and the workers."
-- Catherine Clark, Architect, Callison

In 2015, CITEM sent Food Philippines companies to seven trade fairs: Winter Fancy Food in San Francisco, USA, in January; GULFOOD in Dubai, UAE, in February; FOODEX in Chiba, Japan, in March; Taipei International Food Show in Nangang, Taipei, in June; Anuga in Cologne, Germany, in October; ASEAN Food and Beverage Exhibition in Tokyo, Japan, in October; and the ASEAN Trade Fair in Seoul, Korea, in November.

FOODPhilippines

Food Philippines is a branding initiative that positions the Philippines as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products.



WINTER FANCY FOOD SHOW SAN FRANCISCO, USA 11-13 JANUARY 2015

Companies Assisted: 16
Buyer Inquiries: 456
Export Sales Reported: USD30 M
Media Mileage: PHP8,46 M

The Winter Fancy Food Show (WFFS) is the largest specialty food trade event on the West Coast of the USA and a showcase of industry innovation, bringing specialty food's top manufacturers, buyers, and thought leaders together under one roof for three days.



GULFOOD 2015 DUBAI, UAE 8-12 FEBRUARY 2015

Companies Assisted: 24
Buyer Inquiries: 881
Export Sales Reported: USD104 M
Media Mileage: PHP5.84 M

GULFOOD (Gulf Food Hotel and Equipment Exhibition and Salon Culinaire) is the world's biggest annual trade show in the food and hospitality industry. Since its inception 27 years ago, Gulfood has proved to be the best trade platform where Philippine food companies can be positioned for the export market in the Middle East, North Africa, South Asia (MENASA) region.

INTERNATIONAL EVENTS | FOODPHILIPPINES

FOODEX CHIBA, JAPAN 3-6 MARCH 2015

Companies Assisted: 13
Buyer Inquiries: 256
Export Sales Reported: USD19 M

FOODEX is a leading professional trade show for food and beverage in Japan.



VIP/Buyer/Visitor Comments:

"The selection of Philippine products is improving." -- Manuel M. Lopez, Philippine Ambassador to Japan

"The taste of your mango is very good. Thailand mango is sweet, but Philippine mango has a combination of sweetness and a little sourness which makes it totally different with other mangoes." -- Distributor of Philippine mango

"Lipa coconut water tastes like real coconut." -- Buyer from One Pacific (Guam)

"Philippine banana is the best." -- Shogie from OS Production

"I love to eat Philippine mango. Let's have a deal: for one mango, I'll give you two avocados." --Supplier of avocado from Mexico Pavilion

"I like Philippine mango. The taste is good. Please give me a list of suppliers." -- Producer of mango juice and concentrate from Taiwan Pavilion



**TAIPEI INTERNATIONAL FOOD SHOW
NANGANG, TAIPEI
24-27 JUNE 2015**

Companies Assisted: 8
Buyer Inquiries: 410
Export Sales Reported: USD15 M

The Taipei International Food Show is one of Asia's major food and beverage shows held in Taipei, Taiwan, with a record of 1,642 exhibitors and 3,920 booths in 2015.

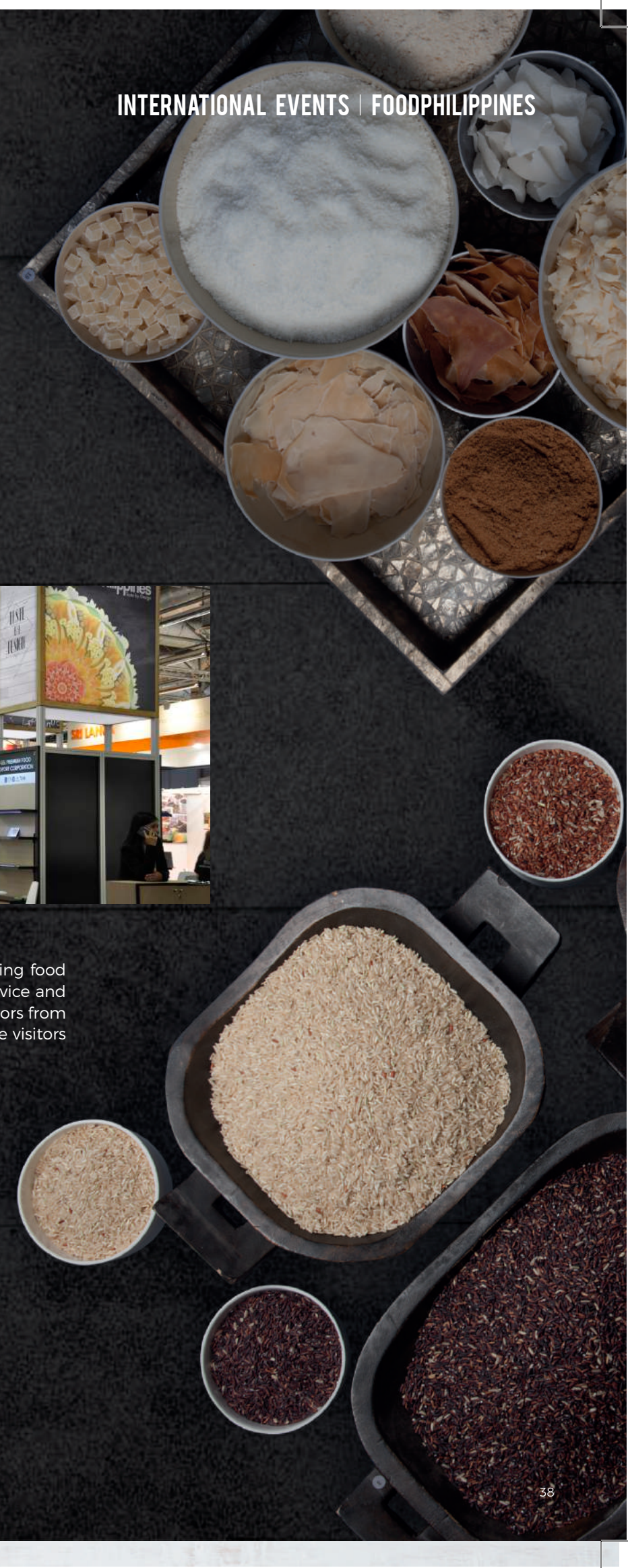


**ANUGA
COLOGNE, GERMANY
10-14 OCTOBER 2015**

Companies Assisted: 35
Buyer Inquiries: 670
Export Sales Reported: USD67.7 M
Media Mileage: PHP5 M



Anuga, in Germany, is the world's leading food fair for the retail trade and the food service and catering market with over 7,000 exhibitors from 108 countries and around 160,000 trade visitors from 192 countries in 2015.





SIGNATURE EVENTS

MANILA FAME MARCH | OCTOBER 2015
DESIGN WEEK PHILIPPINES MARCH | OCTOBER 2015
IFEX PHILIPPINES MAY 2015



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.

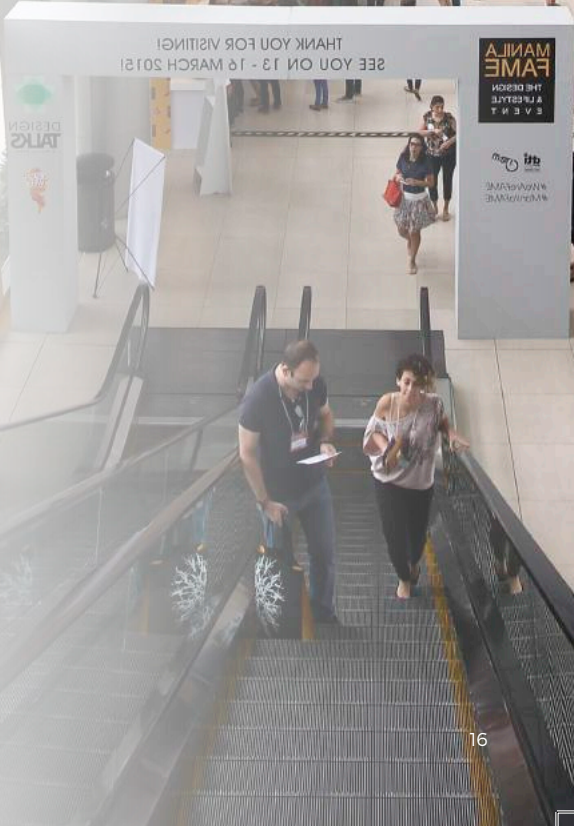
Manila FAME is the second longest-running trade show in the Asia Pacific, and is the only trade event in the country that is approved by the *Union des Foires Internationales* (UFI), the Global Association of the Exhibition Industry.

61ST EDITION (MARCH 2015)

Companies Assisted: 224 (includes 11 foreign exhibitors)
Trade Buyer Attendance: 2,466
Non-Trade Visitor Attendance: 7,586
Export Sales Reported: USD4.862 M
Local Sales: PHP45.79 M
Retail Sales: PHP18.40 M
Media Mileage: PHP115.58 M

62ND EDITION (OCTOBER 2015)

Companies Assisted: 398 (includes 90 foreign exhibitors)
Trade Buyer Attendance: 1,904
Non-Trade Visitor Attendance: 5,092
Export Sales Reported: USD8.145 M
Local Sales: PHP68.92 M
Retail Sales: PHP16 M
Media Mileage: PHP127.40 M





**ASEAN FOOD
AND BEVERAGE EXHIBITION
TOKYO, JAPAN
19-22 OCTOBER 2015**

Companies Assisted: 3
Buyer Inquiries: 59
Export Sales Reported: USD5.2 M

The ASEAN Food and Beverage Exhibition is one of the notable food and beverage trade shows in the ASEAN region.

**ASEAN TRADE FAIR
SEOUL, KOREA
18-21 NOVEMBER 2015**

Companies Assisted: 7
Buyer Inquiries: 134
Export Sales Reported: USD 3.15 M

The food-themed ASEAN Trade Fair in Seoul, Korea, was held as part of the commemoration of the 25th anniversary of the ASEAN-ROK dialogue relations which culminated in the celebration of the ASEAN-ROK Commemorative Summit in Busan in December.

FASHION Philippines

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.

In 2015, CITEM sent a Fashion Philippines delegation of six talented fashion designers to the International Fashion Showcase (IFS) in London, UK in February. The participating designers were given due recognition and got business leads to possible distribution in key stores in Europe.

INTERNATIONAL FASHION SHOWCASE LONDON, UK 19-24 FEBRUARY 2015

Companies Assisted: 6
Buyer Inquiries: 372
Media Mileage: PHP17M

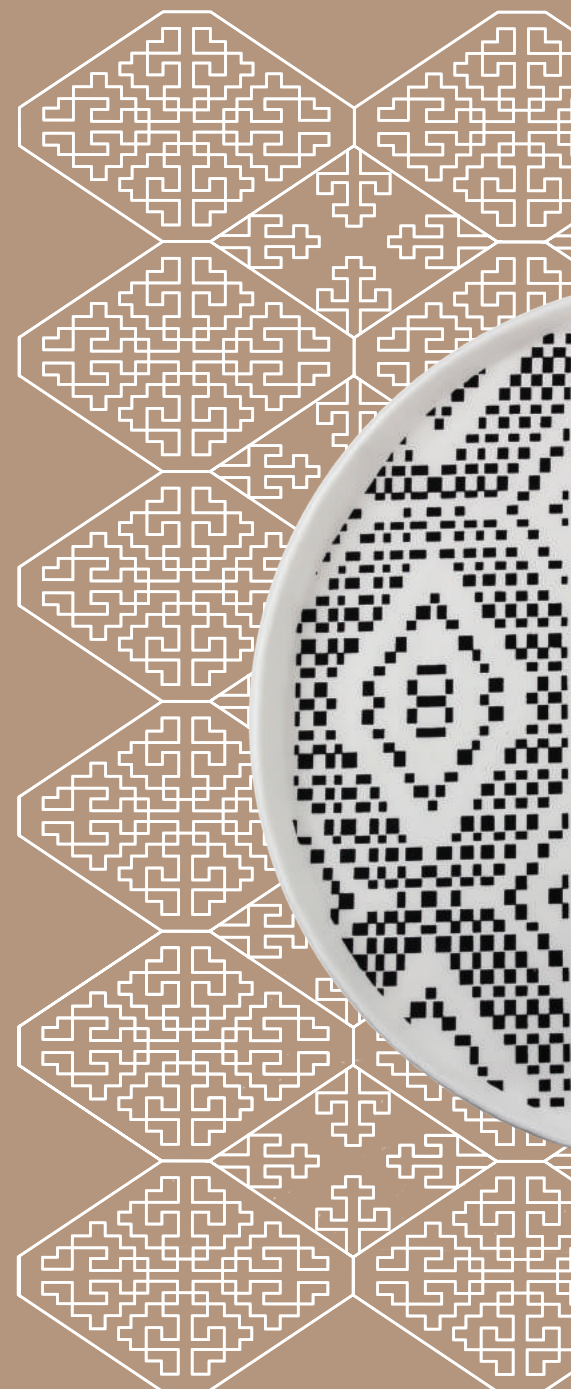
The International Fashion Showcase (IFS) is a festival of emerging designers organized by the British Council and the British Fashion Council during London Fashion Week. The event is coordinated in collaboration with London embassies and cultural institutes to showcase their countries' most exciting designers in an exhibition that reflects their nations' contemporary culture.

Awards & Recognitions:

Michelline Syjuco
Vogue Talent for 2015-2016 Finalist

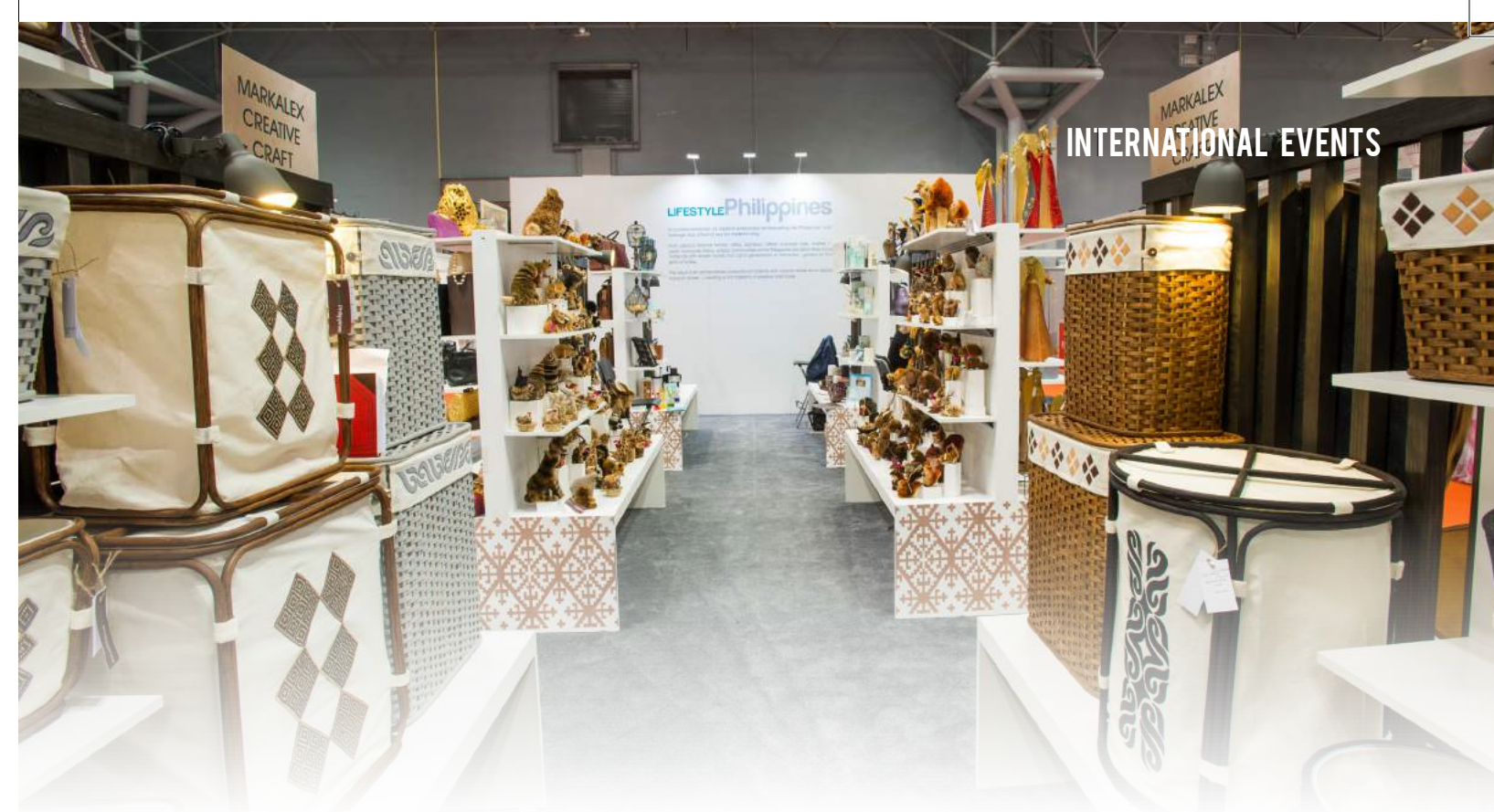
John Herrera and Michelline
Designers of Tomorrow Award (Brussels) Nominees

Ken Samudio
Best Designer Runner-up



LIFESTYLEPhilippines

Lifestyle Philippines is a collective of creative enterprises representing the best of the Philippines' home and fashion sectors, featuring versatile yet highly artisanal products that are attuned to modern living.



INTERNATIONAL EVENTS



NY NOW NEW YORK, USA 16-19 AUGUST 2015

Companies Assisted: 19
Buyer Inquiries: 696
Export Sales Reported: USD 0.729 M
Media Mileage: PHP9.42 M

Held twice a year in January and August, NY NOW presents the best in home, lifestyle, and gift sectors, positioning New York as the marketplace for fashion-forward, design-driven gift, home, and lifestyle resources.

Under the banner Lifestyle Philippines, 19 exhibitors participated through a curated exhibition reinterpreting the Philippines' rich heritage and artisanal soul for modern living. From *abaca* (Manila hemp), *raffia*, bamboo, *rattan*, coconut husk, mother of pearl, fine bone china, artisan communities transformed their local materials with expert hands that carry generations of memories, guided by the spirit of today.

INSTITUTIONAL EVENTS

THE PHILIPPINES SOLO EXHIBITION
NEOTEXTILES PHILIPPINES
LUXE PHILIPPINES
DESIGN PHILIPPINES SCENOGRAPHY
APEC WE ICONOGRAPH
RED BOX
DESIGN FOR EXPORTS

THE Philippines

Beyond Artisanship

THE PHILIPPINE SOLO EXHIBITION AT THE ASEAN-JAPAN HALL TOKYO, JAPAN 17-19 FEBRUARY 2015

Companies Assisted: 14
Buyer Inquiries: 207
Export Sales Reported: USD1.2 M



The ASEAN Showcase is a country-by-country exhibition organized by the ASEAN-Japan Center (AJC) to give ASEAN member-countries the opportunity to showcase their creative and innovative products to the Japanese market. It featured the Philippines in a solo exhibition at the ASEAN-Japan Hall of ASEAN-Japan Center (AJC) in Tokyo, Japan, in February 2015.

The Philippine Solo Exhibition featured selected companies from the home, fashion, and One Town One Product (OTOP) sectors from all over the country to showcase homegrown items that are eco-friendly, sustainable, and environmentally sound.

Accomplishments:

Adante Leyesa

His collection is now being carried at Meteor Avenue, a high-end store along Ginza, alongside other international brands like Louis Vuitton and Christian Louboutin.

MARSSE Tropical Timber Plantations, Inc.

Product development, technology transfer, and direct investment by way of equipment upgrades (PHP 10-25 M) and plantation expansion (approx. PHP 20 M) offerings from Japanese wood and lumber companies.

菲律賓
Philippines

**THE PHILIPPINES AT CAEXPO
NANNING, CHINA
18-21 SEPTEMBER 2015**

Companies Assisted: 25
Buyer Inquiries: 3,334 (includes walk-in buyers)
Export Sales Reported: USD14.144 M

The China-ASEAN Expo (CAEXPO) is an annual international trade event that serves as a platform for a deepened economic partnership and accelerated economic integration between China and the ASEAN countries.

The Philippines' 12th participation in CAEXPO 2015 recorded best-selling products such as sardines, noodles, crab paste, shrimp paste, coconut water, fruit juices, and refined, bleached, and deodorized (RBD) coconut oil.

Awards Received:

Philippines Commodity Trade and National Pavilion
City of Charm – Zamboanga City
Best City of Charm Pavilion
Best Trade Visitor Promotions and Investment Promotion



Philippines
Brands In Motion

**DUBAI INTERNATIONAL
BRAND LICENSING FAIR
DUBAI, UAE
3-4 NOVEMBER 2015**

Companies Assisted: 8
Trade Buyer Inquiries: 47
Media Mileage: PHP146,358

Dubai International Brand Licensing Fair is the Middle East's only brand licensing marketplace featuring a vast collection of properties and brands. It is the perfect meeting place to build partnerships, get a preview of the newest licensing and merchandising programs, and sign licensing deals.

The Philippine participation in this fair was organized by CITEM, in cooperation with the Philippine Franchise Association. The eight companies carried a total of 10 Philippine brands.

LUXEPhilippines

LUXEPHILIPPINES
PHILIPPINE INTERNATIONAL
CONVENTION CENTER, METROMANILA
16-18 SEPTEMBER 2015



LUXE Philippines is a celebration of Filipino design and craftsmanship through the Design Philippines Scenography and the LUXE Store. The Design Philippines Scenography is a curated presentation featuring the Philippines' leading purveyors of design, and the LUXE Store is an exclusive retail concept featuring carefully developed and selected Philippine-made merchandise to provide delegates and guests a unique shopping experience.

THE LUXE STORE

A one-stop shop for special food, home, and fashion merchandise

- 63 Companies
- Total Sales: PHP807,790,90

Visitor Comments

Guests and delegates had similar comments regarding the items on display, quoting "Very creative Filipino designers," "I am very impressed," and "Very beautiful." Some guests eyed the food and beverage items as tokens and corporate gifts for Christmas. Most were impressed with the packaging and the selection of items that they asked where they could buy (or order) the items after the event (i.e., GSIS, DFA).



LUXE PHILIPPINES SCENOGRAPHY

A curated exhibition of the Philippines' leading design purveyors

- 13 Designers/Brands

Visitor Comments

The guests inquired about showrooms of the designers to see more pieces. Shangri-La expressed intent to source furniture and furnishings for its hotel in Fort Bonifacio; they visited Manila FAME to check out more suppliers.



ICONOGRAPH AT THE APEC WOMEN AND THE ECONOMY

The APEC WE Iconograph is a parallel event of the Asia Pacific Economic Cooperation (APEC). It was an exhibition of Women Icons of APEC Member Economies highlighting their extraordinary lives and transformative works of the 21 extraordinary women whose lives, vision, and leadership in the business sector have made a major impact in their societies/economies.

Sixteen of the 21 extraordinary women icons participated, namely: Australia, Canada, Chile, Chinese Taipei, China, Indonesia, Japan, Korea, Malaysia, New Zealand, Papua New Guinea, Peru, Philippines, Russia, Thailand, and the US.

APEC Women Icons' Feedback:

Australia – Carol Hanlon

"The quality of this exhibition has the potential to turn into something that can be continued in the years to come."

Chile – Andrea Irarrazaval

Did not realize the immensity of her achievement and what she has done until she saw the exhibition.

Malaysia – Dato' Hazima Zainuddin

"I dropped everything to be here today. It is a very big honor."

New Zealand – Wendy Pye

"We have huge strengths to put on the table."

Philippines – Leonarda Capuyan

"Through Iconograph, I met other great Women Icons from other APEC member economies and was able to get 'business connections.'"

Russia – Anna Nesterova

"Iconograph proves 'women are willing to take risks.'"





YOUNG TALENT DEVELOPMENT

JUNIOR TALENTS
DESIGN TALENTS

REDBOX



Red Box is a development program of CITEM which aims to create the next generation of talents. In every Manila FAME edition, Red Box introduces a fresh batch of Filipino creatives in Home and Fashion, who are matched with local manufacturers to create innovative products that reflect their unique design sensibility.

MENTORS

Budji Layug

Furniture and Home Accents

Budji Layug, an international designer of furniture and interiors, is a leading light in the Philippine design and home industry. His fame as a furniture designer stems from his commitment to organic forms and materials, and his fresh interpretation of those forms into uniquely modern designs.

Lulu Tan-Gan

Apparel and Fashion Accessories

Lulu Tan-Gan strives to redefine crafted knitwear in the local fashion industry. Her pieces pay reverence to the beauty of the female form, drawing inspiration from local textiles and traditional embroidery.





JUNIOR TALENTS

Red Box Junior talents are emerging creatives whom Red Box selected and have been nurturing since 2013.

Under the creative guidance of Budji Layug, Joseph Rastrullo, Rachelle Dagñalan, and Lilianna Manahan had expanded their craft from product development in 2013 and 2014 to designing spaces in 2015 for their exhibits at Manila FAME.



Joseph Rastrullo
Manila FAME – March and October 2015

Rachelle Dagñalan
Manila FAME – March and October 2015

Lilianna Manahan
Manila FAME – March and October 2015

Gabriel Lichauco
Manila FAME – March 2015

DESIGN TALENTS

In 2015, Red Box held its first Design Talents Competition. Fourteen promising talents were handpicked from over 140 aspirants by a high-caliber jury of design professionals. The finalists were thoroughly immersed in a unique design and development process, one involving in-depth industry exposure and close collaboration with manufacturers. The result was a renewed understanding and intimate knowledge of the process of design, material, and craft techniques.



Kristel Blancas
Home

Jim Torres
Home

Micki Olaguer
Fashion

Thian Rodriguez
Fashion

Finalists
Viktoria Laguyo
Mariel Lazo
Edward Sibunga
Diana Ramirez
Leby Le Moria
JM Rosario
Vince Tolentino
Jeffrey Manahan
Jelvin Mugar
Michille Sabulao

Finalists		
HOME	Furniture	3
	Home Accents	3
FASHION	Apparel	4
	Fashion Accessories	4
Products		
3 JUNIOR TALENTS	Home	20
14 DESIGN TALENTS	Home	9
	Fashion	68

TESTIMONIALS

"Overall, this Manila FAME participation felt like a send-off and culmination of the first part of a long journey in design. I was able to find out which materials I liked to work with. I was able to find out what kind of pieces I want to concentrate on and refine as a designer. I know that it takes time to do this but it was very helpful that through the Red Box program, I was given direction and an opportunity to be able to connect with the pool of designers and manufacturers. Not everyone has access to this. I am very grateful to have had this opportunity."

-- Lilianna Manahan



"For nearly five years, I've been following Manila FAME as a young design enthusiast. During my college days, I remember saving a portion of my allowance just to be able to buy the 500-peso ticket of the exhibit. For me, it was unforgettable, unmindful that I would end-up being a furniture and lighting designer by profession. The exposure trips made a significant effect on our skills development process as designers. With factory visits, we were able to visualize the "behind the scenes" of not only the products but also the brands of the companies -- what makes them as a brand, different from each other."

-- Jim Torres

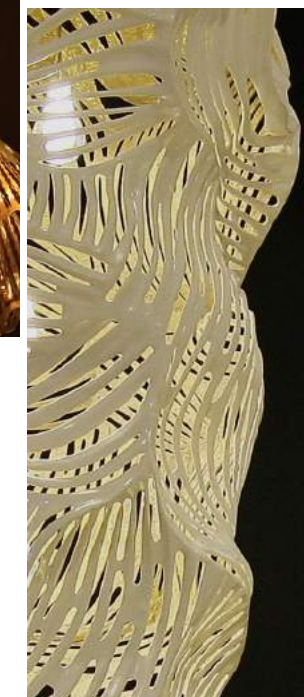


"I am thankful for the two years of being part of the Red Box program. It has served as a platform for us to showcase our talents and discover more about ourselves and what we could do as designers. It has also opened a lot of doors and has exposed us to the potentials of our local industry."

-- Rachelle Dagñalan

"The Red Box program is a great platform for young designers, especially those without a strong background and resources to materialize their ideas and expose themselves to the design industry. Young aspiring designers like us should gather as many mentors as they can to compensate for the lack of experience and exposure. The program taught us to think fast and work within the constraints on hand."

-- Kristel Blancas



"The Red Box program is an important program especially for young designers like me. It's a good opportunity to be trained under a mentor. The exposure trips are also a great opportunity because you will learn different things from the best companies in the industry. The program also gives us young designers a chance to showcase our own sensibility to the world. The program is a gateway of opportunities."

-- Edward Sibunga

"I am very grateful to CITEM for the experience that we've been given. It has truly been a dream to gain this experience and mentorship. I am very happy with the overall experience in being part of the program. It is a good program to develop new designers. This will greatly benefit us as a nation."

-- Diana Ramirez

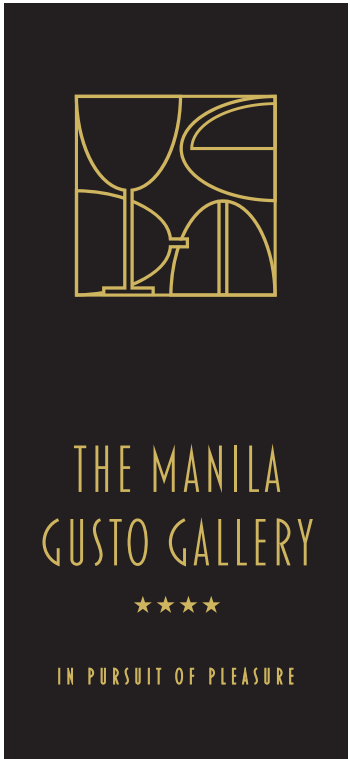
"The Red Box program gave me a lot of opportunities, and I am eternally grateful for this chance to be able to collaborate with a well-known manufacturing company and be mentored by the one and only Mr. Budji Layug. Being able to showcase my first furniture collection at the Manila FAME is so surreal and I am looking forward to more opportunities that the Red Box Program will give to me."

-- Viktoria Laguyo





MERCHANDISE DEVELOPMENT



**DESIGN FOR EXPORTS
LOCAL-INTERNATIONAL
DESIGN COLLABORATION**

Design for Exports is a multi-tiered and multi-faceted assistance program which provides Philippine exporters, manufacturers, and designers with a full range of design and merchandise development services. The program brings together both local and international designers and business experts, as well as both young and seasoned industry players to create finely crafted products in the home and fashion sectors designed for the global market.



MANILA GUSTO GALLERY

The Manila Gusto Gallery, under the creative supervision of German product specialist Detlef Klatt, showcased ornate, lavish, and an exuberant collection of home items and tabletops in a neo-inspired special setting.

Participating Companies:

Food: 96
Home: 20

The response of the participating companies to the Manila Gusto Gallery was generally positive with many of them saying that it met all or most of their objectives, such as developing new designs/products, improving merchandising, creating/strengthening the company, penetrating new markets, and intensifying market presence in existing markets (22%).

For the companies, consultation with Detlef Klatt helped them better understand the needs and lifestyles of their market.

PARTNERSHIPS AND AGREEMENTS

To fulfill its mission, CITEM entered into local and international partnerships and agreements with government agencies, local government units (LGUs), and foreign embassies. It also forged ties with various international entities.

INTERNATIONAL MEETINGS

Event Title : 24th Asian Trade Promotion Forum (ATPF) Working Level Meeting

Venue : Okura Act City Hotel Hamamatsu, Hamamatsu, Japan

Dates : 28-29 May 2015

Participants : 33 delegates from 22 trade promotion organizations (TPOs)

Event Title : 28th Asian Trade Promotion Forum (ATPF) CEO Meeting

Theme : Integrating Asia with Global Value Chain

Venue : Taj Samudra Hotel, Colombo, Sri Lanka

Dates : 24-26 August 2015

Participans : 18 CEOs/CEO representatives of TPOs in the Asian region

Event Title : 5th Asia Design Sharing Council Meeting

Venue : Jeju Island, Korea

Dates : 13-16 October 2015

PARTNERSHIPS AND AGREEMENTS (MOA)

- Memorandum of Understanding with Korea Institute of Design Promotion (KIDP) for 5th Asia Design Sharing Council Meeting
- Memorandum of Understanding with Board of Investments for the 12th China-ASEAN Expo (CAEXPO) 2015



LOCAL AFFILIATIONS AND COLLABORATIONS

- Department of Trade and Industry (DTI)
 - Regional Operations Group
 - Industry Promotions Group
- Department of Foreign Affairs (DFA)
- Department of Agriculture (DA)
- Department of Science and Technology (DOST)
- Local Government Units (LGUs)
- Foreign Embassies

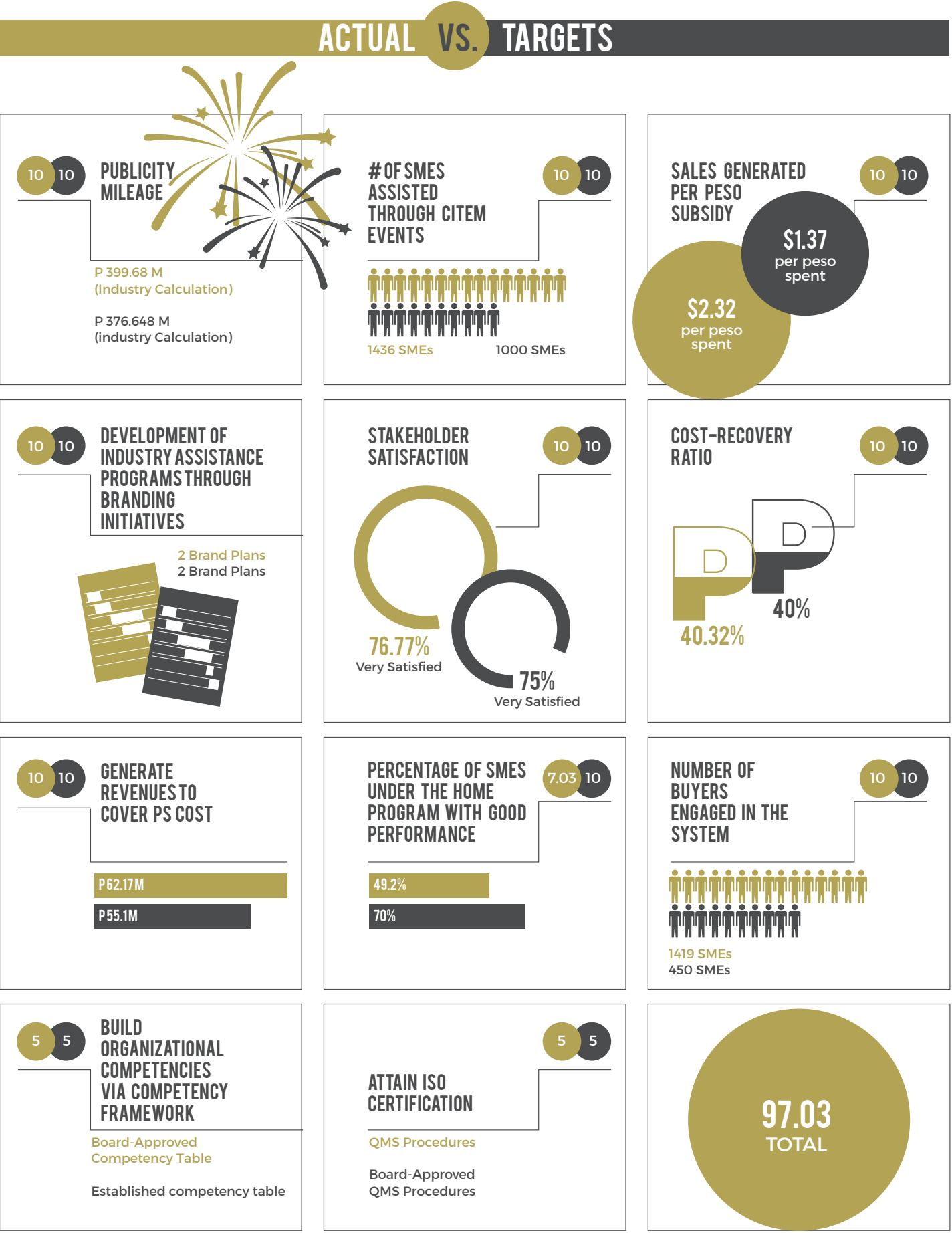
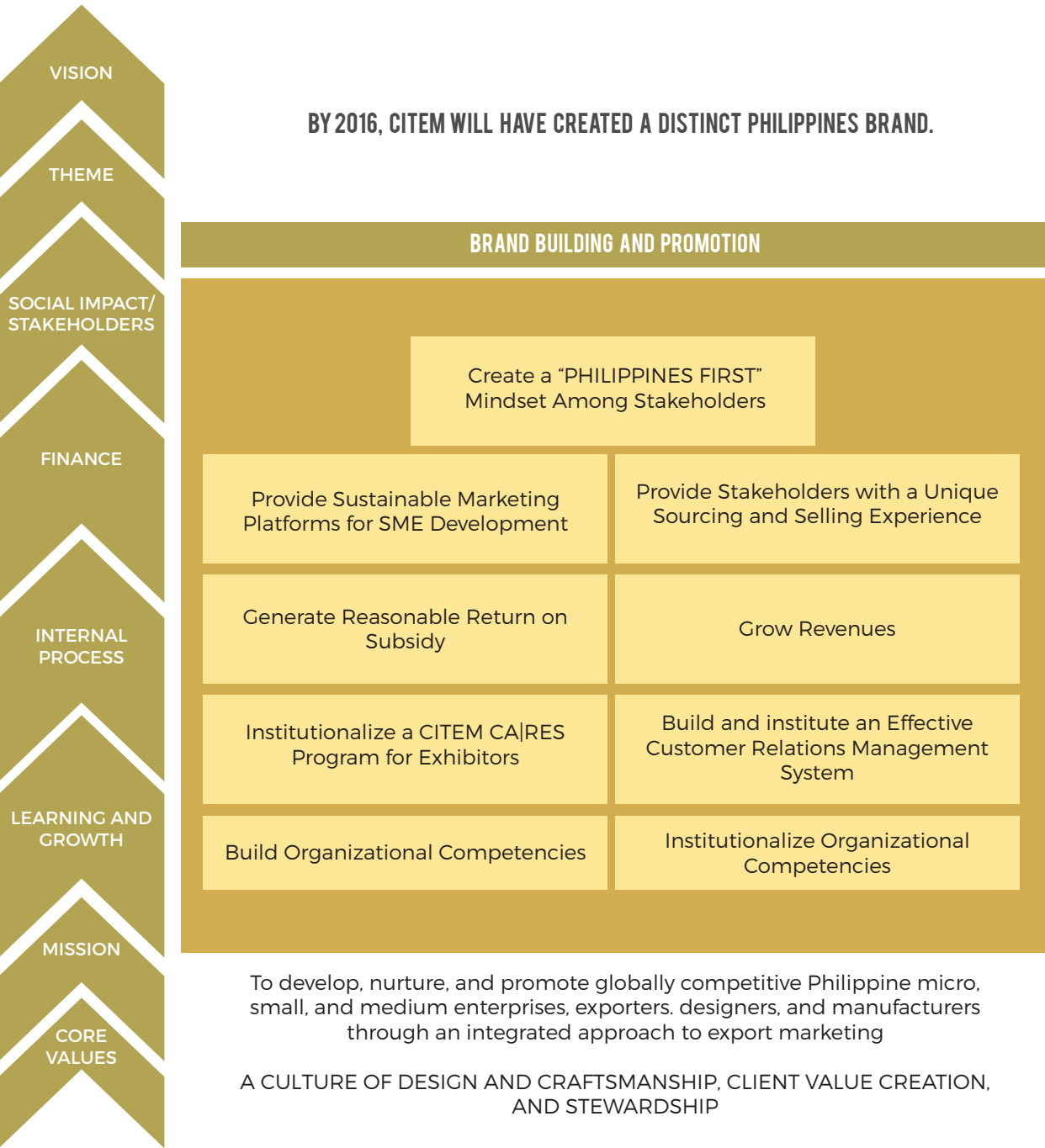
INTERNATIONAL AFFILIATIONS AND COLLABORATION

- Asia-Pacific Economic Cooperation
- ASEAN-Japan Centre
- ASEAN-Korea Centre
- Korea Institute of Design Promotion
- China-ASEAN
- Asian Trade Promotion Forum
- Sri Lanka Export Development Board
- Malaysian Handicrafts Development Corporation
- Japan Institute of Design Promotion (JDP)

CORPORATE GOVERNANCE

FOR PERFORMANCE TARGETS

In accordance with RA 10149 (GOCC Governance Act of 2011), CITEM has committed a set of targets for GCG's (Governance Commission for GOCCs) performance evaluation. These targets reflect the progress and achievements made by the GOCC (government-owned and controlled corporation) for the year.



In pursuit of excellence and innovation, CITEM realized its targets and goals by achieving a 97.03 percent rating in its performance scorecard for 2015.

(Note: Figures indicated here are unofficial and subject to cross-examination by GCG.)

CORPORATE GOVERNANCE

FOR GOOD GOVERNANCE



ACCOUNTABILITY

Stakeholder Consultations

CITEM is accountable to its industry stakeholders: It regularly conducts consultations to acquire significant inputs for CITEM programs, activities, and strategies as well as to ensure that the CITEM work program is capable of addressing the needs of the industries, and is being effectively implemented.

CITEM CA|RES

CITEM CA|RES, which stands for CAPability and RESponsiveness, is the agency's take on a total integrated approach to export promotion. This approach recognizes that export promotion is a continuous process that starts with refining ideas and culminates in the trade floor. Under this philosophy, CITEM has crafted a comprehensive set of programs and activities for its stakeholders:

For MSMEs

CITEM assists in fostering design consciousness in its exhibitors through systemic merchandise development sessions and design collaborations with local and international designers. These activities are strategically scheduled before each show ensuring that MSMEs have time to incorporate these designs in their products, guaranteeing the showcase of relevantly designed and globally competitive merchandise during the show.

For Design Talents

CITEM supports the country's veteran and emerging design talents through an all-inclusive system that covers design development up to its application. The Agency strives to build partnerships between manufacturers and design talents via Red Box, CITEM's young design talent development program, and various other design collaboration activities. Through this system, design talents are given the means to mass produce their work, and manufacturers are constantly provided with new designs. This allows CITEM to maximize the benefits for both design talents and MSMEs while strengthening the Philippines' brand image as Asia's design capital.

For Buyers:

CITEM's Buyer Marketing Campaign is anchored on the Agency's commitment to provide a unique sourcing experience for both buyers and exhibitors. It aims to identify trade buyers who are interested in Philippine products, and further expand the show's reach in terms of buyer recognition. Under this campaign, CITEM has implemented the Very Important Buyer (VIB) program, which aims to identify top-level buyers and bring them to the show to source from Filipino MSMEs. CITEM has also developed the iConnect System, which buyers may use to pre-identify targeted companies and schedule negotiations with them for a smoother, more organized, and time-efficient sourcing experience. These buyer-related activities not only accomplish CITEM's brand promise of a unique sourcing experience, but also propagate the Philippines' brand of world-renowned hospitality.

For Artisanship and Culture

Acknowledging its accountability and responsibility in preserving and promoting the culture and crafts of regional communities, CITEM launched The Artisans Village in Manila FAME in October 2015. This project aims to develop MSMEs into exporters by showcasing their artisanal knowledge in traditional crafts and techniques and incorporating them in modern designs of new products that will sell internationally.

Through these policies under the CA|RES program, CITEM's responsibility to its exhibitors goes beyond providing a good platform for trade facilitation – the Agency ensures their success in the global market.

Competency Training for Employees

CITEM considers its employees as its intellectual assets, instrumental in building a culture of excellence in the organization. To sustain the employees' delivery of quality service, CITEM continues to provide adequate training and education interventions.

TRANSPARENCY

- PhilGEPS-certified (for bidding transparency)
- Transparency seal and good governance conditions



INTEGRITY

- No-gift policy
- Strict implementation of rules and regulations – no exceptions policy



TOUCHING LIVES: CITEM'S CSR PROGRAMS

CITEM operates with a perspective of a Corporate Social Responsibility (CSR), reaching out to local communities to touch lives and spur positive change that lasts.



All these CSR programs testify to CITEM's earnest commitment in making a difference in the lives of Filipinos in need – one community, one enterprise, and one person at a time.

- In partnership with the Philippine Textile Research Institute (PTRI), the lead textile research and development agency of the Department of Science and Technology (DOST), CITEM matched local weaving communities with five companies from Quezon City, South Cotabato, Aklan, and Palawan for the October 2015 edition of Manila FAME through the textile development project aptly called NeoTextiles Program. It brings together indigenous weaving communities and local designers to produce globally competitive yet distinctly Filipino textiles and fabric-based products that combine ingenuity, versatility, and style.
- Some 43 local manufacturers from Albay, Laguna, Cagayan Valley, and Davao got valuable exposure to international buyers through The Artisans Village in the October 2015 edition of Manila FAME. The Artisans Village, which features a simulation of the market environment in artisan communities, is an exhibit concept that aims to help regular and new Manila FAME exhibitors market their export-quality products, in collaboration with LGUs and different DTI regional and provincial offices. Through The Artisans Village, the rural areas' significant contribution to the Philippine economy is recognized, and developmental sectors are promoted toward all-inclusive progress.
- A total of 24 MSMEs from CAR, NCR, Regions 1, 2, 3, 4-A, 4-B, 5, and 7 were featured at the One Town, One Product (OTOP) Marketplace in the March 2015 edition of Manila FAME. OTOP Marketplace is a priority program of DTI's Bureau of Domestic Trade Promotion (BDTP), which aims to promote entrepreneurship and job creation in the country's various regions.
- Some 100 school children in Mahayahay Elementary School, Guinoman, Diplahan, Zambonga Sibugay each received a BAG943 Diversity backpack from CITEM through Manila FAME and BAG943's "Bag of Dreams Project." For every BAG943 purchased by a Manila FAME trade buyer, CITEM bought another bag on behalf of the buyer and donated it to one underprivileged child. This unique partnership added a touch of human compassion to the Manila FAME trade buyer experience.

AWARDS & RECOGNITIONS

CITEM received a number of awards and recognitions internationally through its exhibitors, designers, and homegrown talents from its signature events: a testament to CITEM's valuable role in discovering, nurturing, and promoting the unique Filipino craftsmanship.



Ken Samudio

1st Runner Up, Best Designer Award -- International Fashion Showcase (IFS)
London, February 2015

Ken Samudio

One of the first Filipinos selected to showcase at the Mercedes Benz Fashion Week
Tokyo, March 2015

Ann Tiukinhoy Pamintuan

Featured at the Maison & Objet Asia 2015
Singapore, March 2015

Cocoon Chair by Ann Tiukinhoy Pamintuan

Design listed in Samatha Echavez's "30 Favourite Finds" -- The MAISON&OBJET Asia 2015
Featured at Rolls-Royce Enthusiasts' Club Event 2015
London, December 2015

The Serpent by Milagros Imson of Silver Jewellery

Philippines Regional Winner -- ASEAN Jewelry Design Competition 2015
Thailand, September 2015

Cookie Sticks by Tricia Castrodos

Nominated for Excellence in Innovation, Employment, and Young Entrepreneur -- ASEAN Business Awards
Malaysia, November 2015

INSIDE CITEM



To continue enhancing its customer service in line with its overall directive, CITEM contributes to the constant advancement of its workforce through programs that emphasize both professional and personal growth.

TRAININGS AND DEVELOPMENT PROGRAMS

The year 2015 saw CITEM inspiring its employees to further develop their skills and competencies through active participation in a number of trainings, seminars, workshops, and exposure activities.

A total of 25 CITEM employees attended 12 local trainings programs on information technology, finance, trade policy, marketing, and government policies. Meanwhile, some 29 CITEM employees took part in trainings held overseas — mostly overseas trade fairs which are regarded as ‘opportunities for growth’ in terms of training, market study, and networking especially for workers assigned in exhibition management, CITEM’s core competency.

Seven in-house trainings and workshops covering topics on 5S Good Housekeeping, ISO 9001-2008 QMS requirements and documentation, organizational competency framework, and competency building were attended by both regular and contractual employees.

CITEM employees also took part in nine events, meetings, and conferences, namely: The Art Fair Philippines 2015, Eco Film Festival, Public Sector HR Symposium and Philippine Society for Training and Development National Convention, ASEAN-ROK Project Organizational Meeting, Security Congress Asia-Pacific 2015, First PMDP Leadership Conference, 17th Asia Pacific Retail Convention and Exhibition, Sustainability in the Philippine Food and Agribusiness Conference, and Usapang Exports 2015.

Other auxiliary activities held in CITEM were the CITEM Anniversary 2015 holy mass, IFEX Philippines Thanksgiving Mass, CITEAM: Together We Achieve More! (team-building activity), health and nutrition talk, financial literacy (c/o PRU Life UK), CITEM zumba and sports challenge, badminton and basketball tournament, emergency awareness, eye check-up (c/o Ideal Vision, MOA Branch), annual flu vaccination, LandBank: Financial Wellness, 115th Philippine Civil Service Anniversary: Kayang Kaya Mo, Lingkod Bayani! (CSC fun run), Pag-IBIG Fund Kiosk (c/o Pag-IBIG Makati Branch), and Manila FAME October thanksgiving mass.

WELFARE



Customer Health and Safety

- Vaccine
- Fitness program
- Eye care
- In-house doctor

Safe and Healthy Working Environment

- Regular pest control
- Annual refill of fire extinguishers
- Installation of anti-glare and heat rejecting film at HallONE
- Air coolers (contributes also to CITEM’s energy-saving efforts)
- Fire/earthquake drill
- Distribution of whistles and flashlights
- Purchase of zero-radiation LCD screens

Whistle Blowing Policy / Open-Door Policy

CITEM’s Open Door Policy encourages employees to speak up when there is an issue or concern that affects work or accomplishments. The policy promotes an environment of open communication between employees and all levels of management, to enhance relations, improve work performance, and develop a shared obligation to develop a sense of accountability and responsiveness, and a culture of excellence.

Reporting Channel

Integrity starts with a commitment to ask questions, raise concerns, and engage in an open dialogue. The following are dedicated reporting channels which the whistleblower can use to file any reportable condition:

Website: <http://www.citem.gov.ph>; or at <http://www.gcg.gov.ph>/
Face to Face Meetings with CITEM officials, officers, employees, and/or GCG officials
E-mail: info@citem.com.ph
Mail: Golden Shell Pavilion, Roxas Boulevard, corner Sen. Gil Puyat Avenue, Pasay City
Telephone: (632) 831 2201 local 250 (HRM Division)
Fax No.: (632) 832 3965

Confidentiality

CITEM shall ensure confidentiality of all information arising from the report. It shall treat all reports, including identity of the whistleblower/ person concerned and the respondent, in a confidential and sensitive manner. The identity of the whistleblower will be kept confidential, unless compelled by law or by the Courts to be revealed, or unless the whistleblower authorized the disclosure of his/her identity.

Due Process

Each issue or report will be handled or investigated promptly, consistently, and appropriately. The company 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.

Protection against Retaliation

Retaliation actions against 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, and the GCG shall extend all possible assistance to the whistleblower under the law and given the circumstances.

Untrue Allegations

If a whistleblower makes allegations that are determined to be fabricated or malicious falsehoods, and/or he/she persists in making them, legal action may be taken against him/her by the Governance Commission.

TRAININGS AND DEVELOPMENT PROGRAMS 2015

CITEM EMPLOYEES TRAININGS/ SEMINARS CY 2015						
NAME OF TRAINING/SEMINAR	VENUE	DATE	NO. OF TRAINING HOURS	NO. OF PARTICIPANTS	MALE	FEMALE
THE ART FAIR PHILIPPINES 2015	LINK CARPARK, AYALA CENTER, MAKATI	7-Feb	10	6	0	6
ECO FILM FESTIVAL	FILAM THEATRE, ISST/ SUBAC BLDG., SUBIC BAY FREEPORT ZONE, BATAAN	FEB 26-27	16	7	3	4
EXECUTIVE BRIEFING WITH THE INFORMATION AND COMMUNICATIONS TECHNOLOGY OFFICE	SEGOULA HOTEL, MOTHER IGNACIA AVE., DILIMAN, QUEZON CITY	26-Feb	8	1		1
WORKSHOP ON DOING BUSINESS WITH THE EU USING GSP	PHILIPPINE TRADE TRAINING CENTER, PASAY CITY	MAR 2-3	16	2		2
DIGITAL MARKETING IN A BLINK 3 - GREAT IDEAS WORTH EXECUTING SEMINAR	AIM CONFERENCE CENTER, MAKATI CITY	MAR 19-20	16	1		1
AGENCY PROCUREMENT COMPLIANCE AND PERFORMANCE INDICATORS TRAINING	GREENHILLS ELAN HOTEL MODERN, SAN JUAN CITY	APR 15-17	24	2	1	1
INFORMATION SECURITY AND PRIVACY		APR 22-24		1		1
PUBLIC SECTOR HR SYMPOSIUM AND PHILIPPINE SOCIETY FOR TRAINING AND DEVELOPMENT NATIONAL CONVENTION	WATERFRONT HOTEL, LAHUG CITY	MAY 27-29	24	4	1	3
ASEAN CONVENTION AND EXHIBITION AFFAIRS 2015	CHINA	JUN 30-JUL 15		2	2	
BUILDING GLOBAL PARTNERSHIPS THROUGH KNOWLEDGE SHARING BY GACPA	HERITAGE HOTEL MANILA, PASAY CITY	16-Jul	8	2		2
FOSTERING PARTICIPATION PHILIPPINE MISES IN EFTA MARKETS	MAKATI DIAMOND HOTEL	21-Jul	8	2	1	1
TAX ACCOUNTING SEMINAR	ROOM 108 UNIVERSITY HOTEL, GUERRERO ST., UP DILIMAN, QUEZON CITY	JUL 22-24	6	2		2
SECURITY CONGRESS ASIA-PACIFIC 2015	SOFITEL PHILIPPINE PLAZA MANILA	JUL 28-29	16	1		1
ASEAN-ROK PROJECT ORGANIZATIONAL MEETING	MANILA PAVILION HOTEL	JUL 28-30	24	7	1	6
SOCIAL MEDIA DEVELOPMENT TRAINING	2/F, ICT OFFICE BLDG., C.P. GARCIA AVE., DILIMAN QUEZON CITY	AUG 6-7	16	2	1	1
FIRST PMDP LEADERSHIP CONFERENCE	ACADEMY'S CONFERENCE CENTER, TAGAYTAY CITY	AUG 6-7	16	2	1	1
FOOD WRITING 101 WORKSHOP	AYALA MUSEUM, MAKATI AVE., COR. DELA ROSA ST., GREENBELT PARK, MAKATI CITY	AUG 8,15,22 AND 29	32	7	1	6
INFORMATION SYSTEMS SECURITY FOUNDATION	AVR OF THE BOARD OF INVESTMENTS (BOI) MAKATI CITY	AUG 11 - 13	24	1		1
WORKSHOPS/TRAINING COURSE ON ISO 9001-2008 QMS REQUIREMENTS AND DOCUMENTATIONS	ALABANG, MUNTINLUPA	AUG 21-22	16	30	15	15
WORKSHOP FOR CITEM ORGANIZATIONAL COMPETENCY FRAMEWORK	CITEM HALL ONE, PASAY CITY	SEPT 7-8	16	30	7	23
WORKSHOP ON ORGANIZING COMPETENCY FRAMEWORK- COMPETENCY BUILDING	MEETING ROOM 1, GOLDEN SHELL PAVILION PASAY CITY	OCT 21-22	16	35	10	25
17TH ASIA PACIFIC RETAIL CONVENTION AND EXHIBITION - (APRCE)	SMX CONVENTION CENTER, PASAY CITY	OCT 28-30	8	3	1	2
SUSTAINABILITY IN THE PHILIPPINE FOOD AND AGRI BUSINESS CONFERENCE	PLDT HALL, 4/F APEC BLDG., UNIVERSITY OF ASIA AND THE PACIFIC, ORTIGAS CENTER, PASIG CITY	3-Dec	8	4		4
TRAINING ON POSITION CLASSIFICATION FOR GOCCS	BEST WESTERN PLUS ANTEL HOTEL, 7829 MAKATI AVE., MAKATI CITY	4-Dec	6	2		2
USAPANG EXPORTS 2015	5TH FLOOR, DTI INTERNATIONAL TRADE BLDG., 375 SEN GIL PUYAT AVE., MAKATI CITY	4-Dec	8	7	1	6
COACHING AND MENTORING WORKSHOPS	HOTEL JEN, PASAY CITY	DEC 16-17	16	28	8	20

CITEM EMPLOYEES WELFARE PROGRAMS 2015				
EVENT	DATE	PARTICIPANTS	MALE	FEMALE
5S GOOD HOUSEKEEPINGS	23-Apr-15	55 CITEM EMPLOYEES	26	29
CITEM: TOGETHER WE ACHIEVE MORE! TEAM BLDG ACTIVITY	JUL 11-12 2015	CITEM EMPLOYEES	ALL CITEM EMPLOYEES	
5S GOOD HOUSEKEEPING (BATCH 2)	JUL 24 2015	80 CITEM EMPLOYEES	18	62
EMERGENCY AWARENESS FACILITATED BY: DR. LABANDA AND BFP PASAY	11-Aug-15	CITEM EMPLOYEES	ALL CITEM EMPLOYEES	
ANNUAL FLU VACCINATION	SEPT 01 15	100 CITEM EMPLOYEES	32	68
115TH PHILIPPINE CIVIL SERVICE ANNIVERSARY: KAYANG KAYA MO, LINGKOD BAYAN (CSC FUN RUN)	SEPT 12-15	50 CITEM EMPLOYEES	20	30

STATEMENT ON CITEM'S FULL COMPLIANCE WITH THE CODE OF CORPORATE GOVERNANCE

For the financial year ended 31 December 2015, the Center for International Trade Expositions and Missions (CITEM) has 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.

(SIGNED)
ATTY. ANNA GRACE I. MARPURI
 Corporate Secretary

CITEM

2015 Financial Performance Indicators (in Million Pesos)

INDICATORS					2015	2014	2013
					Audited FS	Audited FS	Audited FS
Current Ratio	=	Current Assets	=	P 183.482 M	P 197.295 M	P 181.569 M	
		Current Liabilities		P 68.452 M	P 87.374 M	P 72.475 M	
				2.68	2.26	2.51	
Net Working Capital	=	Current Assets -	=	P 183.482 M	P 197.295 M	P 181.569 M	
		Current Liabilities		P 68.452 M	P 87.374 M	P 72.475 M	
				P 115.03 M	P 109.921 M	P 109.094 M	
Debt Ratio	=	Total Liabilities	=	P 80.970 M	P 103.047 M	P 86.498 M	
		Total Assets		P 523.017 M	P 526.740 M	P494.524 M	
				15%	20%	17%	
Subsidy Ratio	=	Total Subsidy	=	P 186.443 M	P 186.443 M	P 188.118 M	
		Total Expenses		P 259.077 M	P 227.915 M	P 232.185 M	
				72%	82%	81%	

CITEM BOARD OF GOVERNORS

PERMANENT REPRESENTATIVE	ALTERNATE REPRESENTATIVE
HON. GREGORY L. DOMINGO Secretary, Department of Trade and Industry (DTI) Chairman, CITEM Board of Governors	HON. PONCIANO C. MANALO, JR. Undersecretary, DTI Alternate Chairman, CITEM Board of Governors
HON. GILDA PICO President & CEO, Landbank of the Philippines	HON. LEILA C. MARTIN Vice-President, LBP Lending Program Management Group, Landbank of the Philippines
RENAN B. DALISAY Administrator, National Food Authority	HON. MARIA MERCEDES G. YACAPIN Department Manager, Corporate Planning & Management Corporate Services, National Food Authority
HON. AMANDO M. TETANGCO JR. Governor, Bangko Sentral ng Pilipinas	HON. WILHELMINA C. MAÑALAC Managing Director for International Sub-Sector, Bangko Sentral ng Pilipinas
HON. ROSARIO VIRGINIA C. GAETOS Executive Director, Center for International Trade Expositions and Missions	

2015 TRAININGS ATTENDED BY BOARD OF GOVERNORS

NAME	TRAININGS/ SEMINARS
WILHELMINA C. MAÑALAC	IMF 15 th Public Debt Management Forum (2015)
MARIA MERCEDES G. YACAPIN	<ul style="list-style-type: none"> Pathways to Serenity for Managers (NFA in coordination with the UGAT Foundation, Inc. December 12 - 14, 2015) Motivational Interviewing for Managers (NFA in coordination with the UGAT Foundation, Inc. December 9 - 11, 2015) Philippine Quality Award (PQA) Assessors Preparatory Course (PQA Foundation Inc. September 28 - October 2, 2015)
ROSARIO VIRGINIA C. GAETOS	<ul style="list-style-type: none"> Corporate Governance Scorecard Orientation, Governance Commission for Government Owned and Controlled Corporations (GCG), Nov. 25, 2015 1st Subic International Ecofilm Festival, Department of Environment and Natural Resources (DENR) / Film Development Council of the Phil. (FDCP) / International School of Sustainable Tourism (ISST) / Cinema Verde - Feb. 27-28, 2015, Subic Bay Freeport Zone

CITEM BOARD OF GOVERNORS

WILHELMINA C. MAÑALAC



Alternate Representative
Age : 62 yrs
Date of Birth : 20 March 1954

Date of Appointment : 02 June 2009 Permanent Alternate Representative to the CITEM Board
Position : Assistant Governor, International Sub-Sector, Bangko Sentral ng Pilipinas
Office Address : Rm. 303, 3/F, Five-Storey Bldg., BSP Complex A. Mabini cor. P. Ocampo Sr. Sts., Malate, 1004 Manila

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- Bachelor of Science degree in Statistics (Cum Laude, University of the Philippines)
- Masters of Arts in Economics (Recipient: Ateneo Scholarship Fund, Ateneo de Manila University)

RELEVANT EXPERIENCE

- BSP – Managing Director, ISS (2009 - 2016)
 - Chair of the Working Committee on Capital Account Liberalization (WC-CAL, 2009 – April 2011)
 - Co-Chair of the WC-CAL (April 2011 - April 2016)
- International Monetary Fund (IMF) – Seconded as Alternate Executive Director (November 2006 - November 2008)
- IMF – Seconded as Assistant to the Executive Director (January 1999 - June 2001)
- BSP – Director, Corporate Planning Office (2002 - 2006)
- BSP – Deputy Director, Department of Economic Research (1994 - 2002)

TRAININGS AND/OR CONTINUING EDUCATION PROGRAM ATTENDED

- IMF 15th Public Debt Management Forum (2015)
- Seminar on "EU and International Organizations: Current Challenges from the Perspective of the Central Bank" (2014)
- Reserve Bank of India - Asian Development Bank Conference in Managing Capital Flows (2012)
- Conference on "Fragmentation in the International Financial System: Can the Global Economy Reunite Again?" (2012)
- In-House Training Program on Portfolio Management (2011)
- How the Financial Markets Work (2011)
- Independent Evaluation Office and Hong Kong Institute for Monetary Research Workshop on "International Reserves: IMF and Country Perspectives" (2011)

LEILA CAGUINGIN MARTIN



Alternate Representative
Age : 55 yrs
Date of Birth : November 28, 1961

Date of Appointment : 12 December 2012, Permanent Representative to the CITEM Board
Position : 1st Vice President/Head of NCR Branch, Land Bank of the Philippines
Office Address : 28th M.H. Pilar cor. Dr. Quintos St. LBP Bldg. Main Malate, Manila

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- Bachelor of Science in Mass Communication Pamantasan ng Lungsod

RELEVANT EXPERIENCE

- Executive Service Officer V
- OFFICE OF THE PRESIDENT - Presidential Management Staff (EPPEO) (Oct. – Dec. 1989)
- OFFICE OF THE PRESIDENT - Supervising Staff Assistant (Feb. – Sept. 1989)
- LANDBANK OF THE PHILIPPINES – Vice President/ Group Programs Management Group

MARIA MERCEDES G. YACAPIN



Alternate Representative
Age : 61 yrs
Date of Birth : July 21, 1955

Date of first Appointment : 09 December 2004
Date of re-appointment : 16 June 2005 Permanent Alternate to the CITEM Board
Date of latest re-appointment: 18 January 2016
Position : Assistant Administrator for Marketing Operations, National Food Authority
Office Address : 4th Flr. Phil. Sugar Regulatory Center Bldg. North Ave., Diliman, Quezon City

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- Master in Business Administration, Pamantasan ng Lungsod ng Maynila (PLM) (1988)
- AB Economics, Cum Laude, Xavier University (1976)

RELEVANT EXPERIENCE

- NATIONAL FOOD AUTHORITY (Quezon City) June 2009 – to present:
 Department Manager III - Corporate Planning & Management Services Department
- NATIONAL FOOD AUTHORITY (Quezon City) September 2002 – June 2009:
 Department Manager III - Corporate Planning Directorate
- NATIONAL FOOD AUTHORITY (Quezon City) January 1998 - September 2002: Assistant Department Manager II – Directorate for Marketing Operations
- NATIONAL FOOD AUTHORITY (Quezon City) July 1989 – January 1998:
 Division Chief III, Foreign Operations Division – Directorate for Marketing Operations
- NATIONAL FOOD AUTHORITY (Quezon City) October 1982 – January 1998:
 Division Chief – Procurement Division, Assistant Operations Chief
- NATIONAL FOOD AUTHORITY (Quezon City) Various Positions: Senior Operations Officer (September 1979 – July 1981); Operations Officer (November 1978 – September 1979); Cereal Procurement Inspector (June 1978 – October 1978); Economic Researcher II (May 1977 – May 1978); Junior Statistician (December 1976 – May 1977); Statistical Aide (June 1976 – December 1976)
- REGIONAL HEALTH OFFICE (Cagayan de Oro) June 1975 – June 1976: Secretary

TRAININGS AND/OR CONTINUING EDUCATION PROGRAM ATTENDED

- Pathways to Serenity for Managers (NFA in coordination with the UGAT Foundation, Inc. December 12 - 14, 2015)
- Motivational Interviewing for Managers (NFA in coordination with the UGAT Foundation, Inc. December 9 - 11, 2015)
- Philippine Quality Award (PQA) Assessors Preparatory Course (PQA Foundation Inc. September 28 - October 2, 2015)
- 2015 Strategy Map and Balanced Scorecard (NFA September 9-15, 2015)
- KOICA Development Action Plan to Enhance Efficiency of Rice Stock Management Training in the Phil. (KOICA-Korea Agency May 11 to 24, 2014)
- Travel Mission on Corn Post-harvest Marketing and Processing (Thailand October 27 - November 2, 2013 by NFA Corn Development Fund (CDF))
- Planning and Implementing Contract Farming Operations (Food and Agricultural Organization, Thailand July 8 to 11, 2013)

ROSARIO VIRGINIA C. GAETOS



Appointive Member
Age : 58 yrs
Date of Birth : October 22, 1958

Date of Appointment : 29 January 2013
Position : Executive Director, CITEM
Office Address : ITC Bldg. Roxas Blvd. Cor. Gil J. Puyat Ave., Pasay City 1300 Metro Manila

ACADEMICS & PROFESSIONAL QUALIFICATION

- University of the Philippines (BS Foreign Service (1978)
- Ateneo De Manila University (MBA) (1989)

RELEVANT EXPERIENCE

- Philippine Tourism Board - Vice President, June 2010- January 2011
- Philippine Convention and Visitors Corp. (PCVC) – Deputy Executive Director, April 1989- June 2010
- Center for International Trade Expositions and Missions (CITEM)- Chief TIDS 1988-1989; Product Hall Manager 1987-1988; Asst. Product Group Executive 1984-1987
- Philippine Convention Bureau-Creative Arts Specialist 1981-1984; PRO II 1980-1981; Language Service Assistant 1979-1980

OTHER DIRECTORSHIPS

- Asian Association of Convention and Visitors Bureau (AACVB) – President
- Pacific Asia Travel Association (PATA) – Board Member / Alternate
- Philippine Convention and Visitors Corp. (PCVC) – Deputy Executive Director
- Asian Association of Convention & Visitors Bureau (AACVB)- President

TRAININGS AND/OR CONTINUING EDUCATION PROGRAM ATTENDED

- Luxury Brand Management Masterclass: The Art of Creating and Growing Luxury Brands, 22-23 November 2016, CITEM Hall One, Pasay City
- ICD Professional Directors Program, Institute of Corporate Directors (ICD)- June 9-24, 2016
- Strategy Execution Pathway (StEP) Essential Workshop, Institute of Corporate Directors (ICD)- May 19-20, 2016, Makati City
- Corporate Governance Scorecard Orientation, Governance Commission for Government Owned and Controlled Corporations (GCG), Nov. 25, 2015
- 1st Subic International Ecofilm Festival, Department of Environment and Natural Resources (DENR) / Film Development Council of the Phil. (FDCP)/ International School of Sustainable Tourism (ISST)/ Cinema Verde - Feb. 27-28, 2015, Subic Bay Freeport Zone
- Orientation-Seminar on Public Corporate for BOD/BOT of GOCCs, Development Academy of the Philippines, May 19-30, 2014
- Orientation-Seminar on Public Corporation for BOD/BOT of GOCCs, Development Academy of the Philippines, July 01-02, 2014
- CESB Executive Leadership Program- Salamin Diwa ng Paglilingkod Course Session X, Career Executive Service Board (CESB)- June 02-22, 2010
- The 7 Habits for Managers Workshop Managing Yourself, Leaders others Unleashing Potential, Center for Leadership and Change, Inc.- May 27-28, 2010
- The Power Principle Workshop, Center for Leadership and Change, Inc. April 20-29-30, 2010

