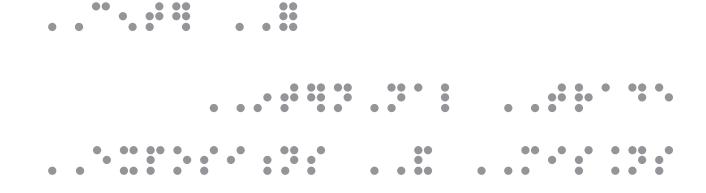




CENTER FOR INTERNATIONALTRADE EXPOSITIONS AND MISSIONS



MOVEMBNTS ::::::

CITEM 2016: CREATING A DISTINCT PHILIPPINES BRAND IN THE EXPORT MARKET

FROM THE EXECUTIVE DIRECTOR

SCOREBOARD: EXCEEDING TARGETS!

SHOWCASE OF THE PHILIPPINES' BEST

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THROUGH CREATIVE COLLABORATION

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CITEM

CITEM MILESTONES

BOARD OF GOVERNORS



CITEM 2016: CREATING A DISTINCT PHILIPPINES BRAND IN THE EXPORT MARKET

For more than three decades, CITEM has intensified its export promotion efforts with the aim to propel and distinguish the Philippines as a noteworthy global player and a top sourcing destination for high-quality export products.

In 2011, CITEM launched an integrated export promotion platform for the country's micro, small, and medium enterprises (MSMEs) that included the conduct of signature trade events and official participation in overseas trade fairs and missions, servicing of incoming missions, and facilitating developmental programs and creative collaboration, to sustain the production and export of innovative, design-forward, and market-responsive products and services of the Philippines.

This 2016, CITEM punctuated its movements with innovative brand messaging and product showcase, which enabled it to surpass its export sales targets, generate thousands of jobs; and develop exciting products, new methods of materials manipulation, and nurture design talents.

Culminating its six-year strategic roadmap, CITEM stood by its commitment to design and brand promotion, having created and launched the "Philippines" brand in the global market, anchored on the country's excellent craftsmanship and wealth of materials and traditions.

Leveraging on creative collaboration with key stakeholders, CITEM stepped up its campaign efforts across various platforms toward the resonance of the "Philippine" brand in the global market.

During its Manila FAME April edition, CITEM presented the best product offerings and material innovation from Philippine manufacturers, artisans, and design talents in one boutique show. The April edition was held alongside the dynamic Design Week Philippines and Slingshot Innovation Conference. Through this edition, new materials and collections resounded with international and local buyers for the Home and Lifestyle spring collection.

In October, Manila FAME premiered at the World Trade Center (WTC) and the Philippine Trade Training Center (PTTC) with a bigger show. The DTI sub-agency also launched the Design Week Philippines Creative Marketplace and Creative Environment, in partnership with the Design Center of the Philippines (DCP). DWP's Creative Marketplace successfully connected the local and international creative industry practitioners and design enthusiasts through a series of thought-provoking and interactive masterclasses, talks, huddles, and on-site art activities.

Under its Design for Exports Program, CITEM organized export coaching, merchandise development, brand building, and local design collaboration between designers and micro, small, and medium enterprises (MSMEs) to equip the latter with relevant tools in their participation in CITEM's events. In collaboration with DCP, CITEM introduced 51 new material developments and techniques, including materials from the ubiquitous coconut and bamboo. International design, merchandising, and product development experts,

including world-renowned Nelson Sepulveda, were also tapped for the design and brand development of 1,207 participating MSMEs and showcase of 1,758 new product collections, all aimed at nurturing the creative capability of local manufacturers and globalizing the appeal and market responsiveness of their products to targeted markets. In leading the official participation in overseas trade fairs and missions, CITEM sustained its "One Brand, One Image, One Message" strategy in showcasing the distinct offering of local companies, designers and other industry partners through its "Philippine" brand—DesignPHILIPPINES, LifestylePHILIPPINES, FashionPHILIPPINES, and FoodPHILIPPINES—with a goal of helping Philippines delegates identify and assert themselves in the competitive global market.

Under DesignPHILIPPINES, Philippine companies took center stage at the Salone Internazionale del Mobile in Italy, and at the International Contemporary Furniture Fair (ICFF) in the US. In Salone, CITEM's export development program helped local brands establish a negotiation for distributorship in Germany and Spain while five local brands in ICFF were able to generate overwhelming interest from 1,242 trade buyers.

Meanwhile, CITEM led the country's delegation under FashionPHILIPPINES at the International Fashion Showcase in UK, wherein it received a Special Citation under the Best Country Category, featuring materials with profound Philippines history and wearables illustrating the inventiveness and mastery of two Manila Wear designers, Jared Servaño and Maco Custodio, and Red Box winners, Micki Olaguer and Thian Rodriguez. The exhibit led to Servano's work featured at the New York Fashion Week, and Victoria and Albert Museum. Rodriguez also impressed Luxury Soi, a high fashion designer online store in India, which now carries Rodriguez's brand.

Under FoodPHILIPPINES, CITEM spearheaded a product development program for its participating companies to find packaging solutions for local food products, making them more globally competitive and compliant with export standards. CITEM also campaigned for the country's top export food products, under its Premium 7 program, to exemplify the Philippines as a lucrative sourcing destination for tropical products, such as coconut, banana, mango, pineapple, coffee, cacao, and tuna.

Lastly, under the LifestylePHILIPPINES brand, 18 SMEs were brought together to export top quality jewelry, bags, home and holiday décor, boudoir furniture, lamps and lighting sourced from various natural materials in a setting curated by German product consultant and designer Detlef Klatt, in collaboration with young Philippine talent Rachelle Dagñalan.

With more challenges and uncertainty in the global landscape CITEM recognized the need for nimbleness, dynamism, and market insight to fortify the Philippines brand, calibrating its movements and augmenting its design and branding campaign at the close of 2016.





FROM THE EXECUTIVE DIRECTOR

The year 2016 was a time of creative collaboration and market expansion. CITEM continued to champion Philippine export brands and promote inclusive growth for the country's exporters, manufacturers, designers, and other stakeholders from across the regions.

CITEM in 2016 surpassed targets through the conduct of five signature events and participation in 12 overseas trade fairs that created a total of 304,514 jobs; assisted 1,207 Philippine small and medium enterprises (SMEs); serviced 16,363 global buyers, while generating USD 304.77 million in export sales, PHP 114.43 million in domestic sales, and PHP 635.54 million in media and publicity mileage.

While branding remains a key strategy, ensuring a good supply base is key to sustainability. Philippine export products need to be market-responsive while remaining true to the Philippine brand. To ensure the preservation of local skills to last generations, CITEM invested in material and product innovation, talent development program, business partnerships, and tapping both local and international merchandise and product specialists.

CITEM forged a partnership with the Design Center of the Philippines (DCP) to develop products from sustainable and indigenous materials including bamboo, coconut, corn husk, anabo, pandan, peanut, rice, Manila palm, papaya: and never-before-used materials for Home, Fashion, and Lifestyle applications.

We advanced Red Box, our young talent development program, by engaging 27 young Philippine designers who developed fresh collections that proved to be a novelty to our buyers.

CITEM participated in overseas trade fairs in collaboration with other government entities, to promote its industry brands: DesignPHILIPPINES, FashionPHILIPPINES, FoodPHILIPPINES, and LifestylePHILIPPINES; At these

trade fairs, CITEM, in partnership with the Export Marketing Bureau and the overseas Philippine Trade & Investment Centers, facilitated business linkages between our exporters / designers and prospective buyers.

CITEM built strategic networking alliances and strong partnerships with key entities here (the Department of Agriculture, local government units, A Space), and overseas (the Asian Trade Promotion Forum, the Union des Foires Internationales or UFI, the ASEAN Japan and Korea Centres, the Asia Design Sharing Council, the China-ASEAN Expo organizers and the Japan Management Association).

In 2017, CITEM looks to expanding its stakeholder reach as we target the growing creative industry, and the booming global contract market (particularly in the hotel and hospitality sector); including the big industry sectors for investments (automotive, aerospace, renewable energy).

CITEM is determined more than ever to bolster our marketing exports and brand development programs for Philippine export products, leading to the advancement of local industries, generating more jobs in grassroots communities, thereby contributing to the country's inclusive economic prosperity.



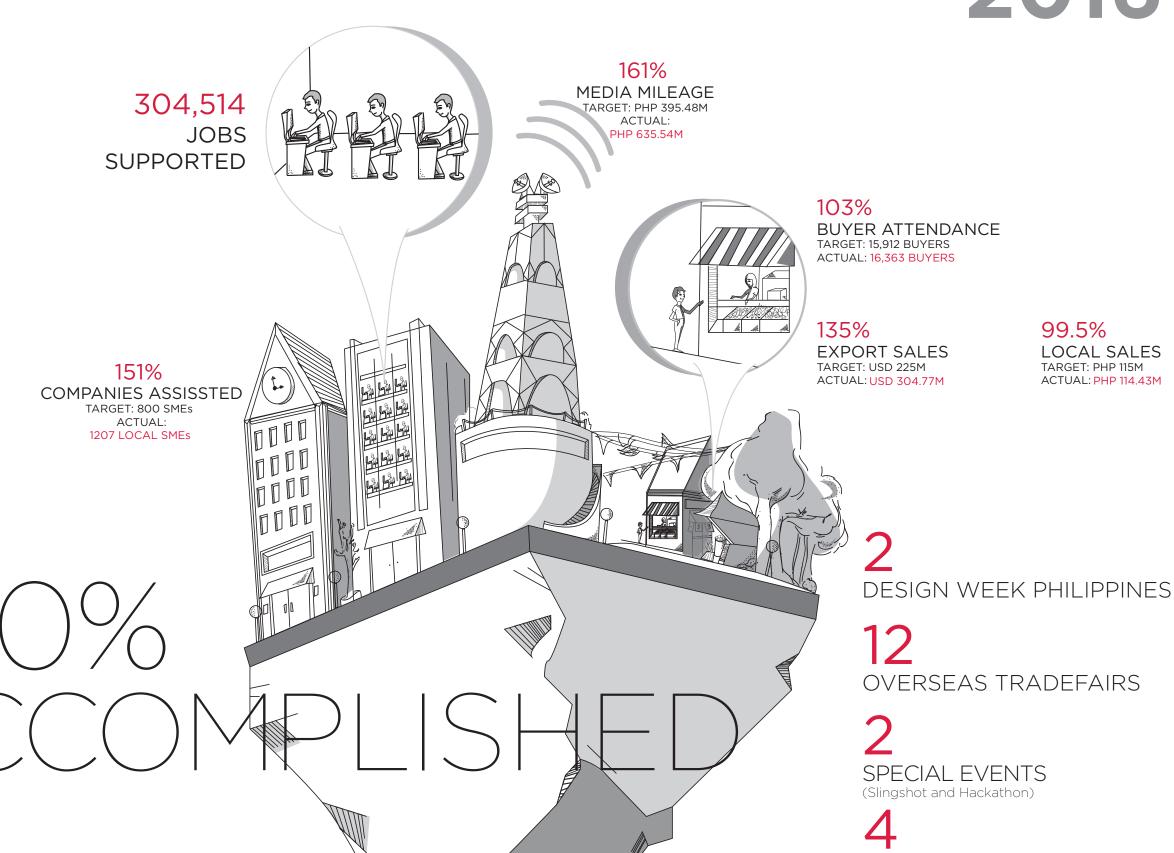
SCOREBOARD: EXCEEDING TARGETS

2016

SIGNATURE EVENTS

& OCTOBER)

(INTERNATIONAL HALL OF MANILA FAME APRIL



Expansion of Manila FAME and Design Week Philippines to include the Creative & Innovation Sectors

Launch of the Red Box Young Design Talents Competition Cycle 2.

Launch of the ASEAN Crafts to the World in Manila FAME October 2016. ASEAN Crafts to the World is a design development project of the ASEAN Handicraft Promotion and Development Association (AHPADA), featuring the creations of select master craftsmen from Indonesia, Malaysia, Philippines, Thailand, and Vietnam.

Setting a new direction for HallONE as the Philippines' Center for Design Excellence (CoDE)

Partnership with A SPACE Philippines for #CODE2FAME, a competition for developers, coders, and technopreneurs to provide solutions to further boost export sourcing from Philippine SMEs.

SIGNATURE EVENT







SUCCESS STORIES





Considered as the country's premier design and lifestyle event, Manila FAME is a bi-annual showcase of craftsmanship, design innovation, and artisanship in Philippine products. It features finely selected furniture and home furnishings, holiday gifts and décor, fashion accessories, and other products crafted in the Philippines and other countries for the global market.



Manila FAME | Design Week Philippines | Katha Awards DesignPHILIPPINES | FashionPHILIPPINES | FoodPHILIPPINES | LifestylePHILIPPINES Institutional Events | Young Talent Development | Merchandise Development

SHOWCASE OF THE PHILIPPINES' BEST

"It was the best FAME for us, so far. Good orders for negotiation and we met quality buyers. Thank you very much, CITEM!"

- Lolita Cabanlet, CDO Handmade Paper

64th Edition (October 2016)

Companies Assisted: 406 Buyer Attendance: 1,750 Export Sales Reported: USD6.3M Local Sales: PHP34.96M

Retail Sales: PHP16.59M Media Mileage: PHP157.96-M "Tessa Prieto Valdez ordered the entire Hanoi hat and

apparel collection after seeing the items at Manila FAME." - Tracy Dizon, Manila Wear first-time participant

"I want to thank CITEM for all the help in extending all the discounts to me and my members and the industry in general. It's a really beautiful show! My congratulations to the whole operations group. Good job!" – Dukz Zuluaga, Azcor Lighting

"We had a great partnership with CITEM's Noni and Marlon for visual merchandising. Manila FAME's people flow was good, its people mix was fantastic, and the food availability was great!" - Med Villanueva, Shelmed Cottage Treasures

"We would like to extend our heartfelt gratitude to CITEM for the opportunity to showcase our works at the recently held Manila FAME. The event definitely opened up countless opportunities for the company and its people." - Candice Arboleda, Cubo Sustainable Furnishings

Manila FAME." - Pete Delantar, Nature's Legacy



"The [buyer care] services are out of this world. Everybody is very warm." - Abhinandana Sharma, Future Retail, India

"Very nice show, very interesting.

It exceeded our expectations." - Mr. Vincent Goi, Hue D Pte Ltd, Singapore

"Traveling to the Philippines to begin to explore what we might be able to do there is something that has long been on my agenda—and Manila FAME provided a good opportunity to be able to do so." - Laura Aviva, Aviva Home, USA

63rd Edition (April 2016)

Companies Assisted: 246 Trade Buyer Attendance: 1,807 Non-Trade Buyer Attendance: 4,471 **Export Sales Reported: USD9.6M** Local Sales: PHP44.03M Retail Sales: PHP18.83M Media Mileage: PHP272.87M

"Great news! I got a confirmed PO for one 20-footer container of jelly fish lamps for Milan, Italy. The client saw the lamps above the café and searched for our booth at WTC!" - Luchi Cabanlet, CDO Handmade Paper

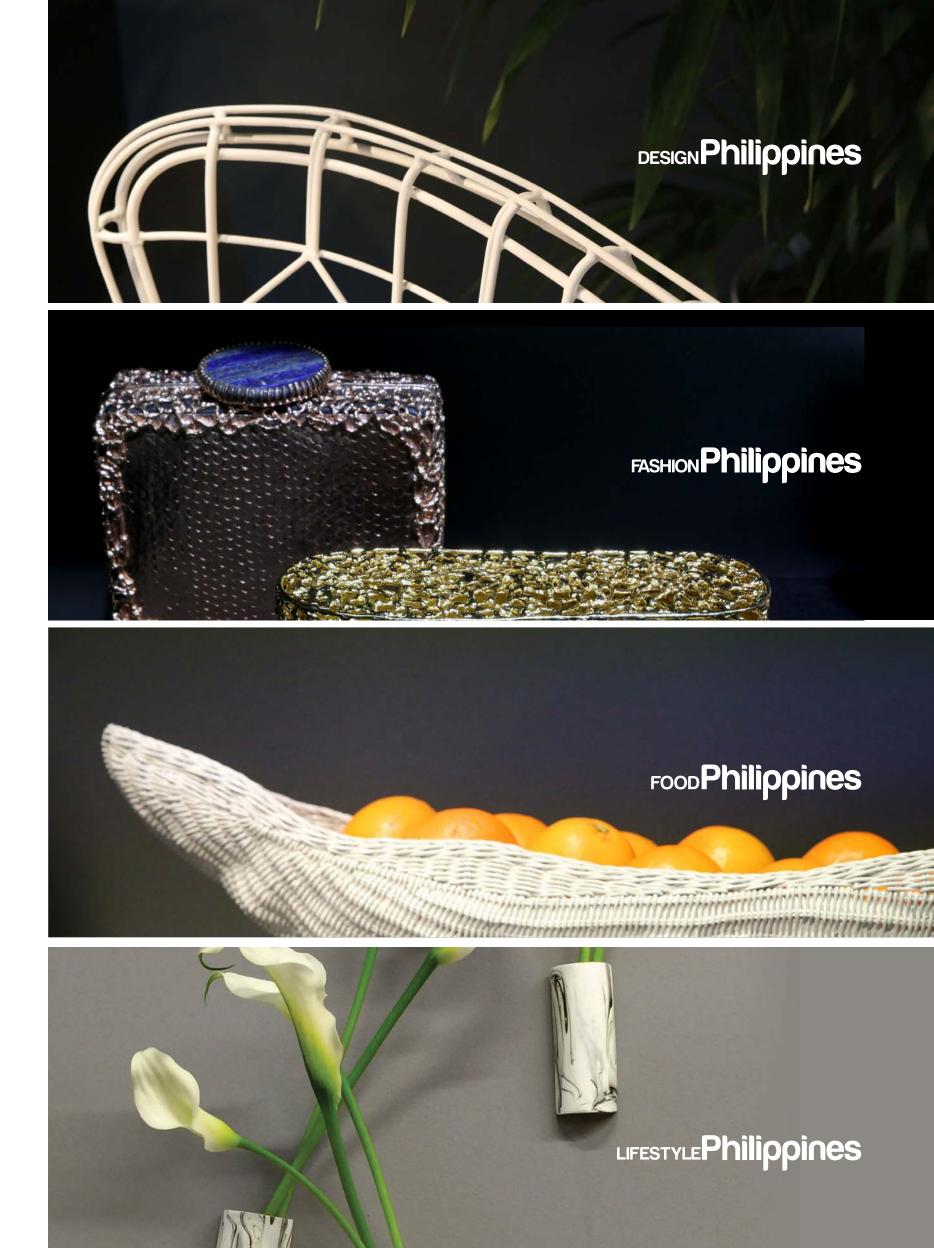


"Just to let you know that we have a very successful





OVERSEAS TRADE FAIR PARTICIPATION





Salone Internazionale del Mobile

Milan, Italy | April 12-17, 2016

Founded in 1961, Salone Internazionale del Mobile is currently considered the single most important and anticipated event in the design sector.

> Companies Assisted: 6 Number of Inquiries: 2,052 **Export Sales Reported: USD1.78M** Media Mileage: PHP8.89M









"We met our buyer who used to order from us 10 years ago and was able to reconnect. If not for our participation at Salone, he would not be interested in working with us again. [We were] able to meet two interested distributors from Spain (Cubina) and Germany (Jan Kutz).

Negotiations for the German distributor is ongoing."

- A. Garcia Crafts

- "The presence of a distributor in our booth helped us in transacting ng deals with the European market. It was another good show for our company, and we will be joining again next year. A lot of visitors were amazed at the materials - the palm veneer that we introduced. They were under the impression that it is shell."
- Atelier A by Cebu Fil Veneer Corporation
- "I'm happy with the response of the buyers to my Parmacane collection. I met my objective to offer Permacane and was able to have an ongoing negotiation for a contract market ian Spain. The company mix is good since our products do not compete with each other. We got a lot of inquiries for a contract market in the Middle East."
- Maze by Maze Manufacturing Corporation, Inc.

- "Salone is still dominated by furniture buyers, but the networks we met are quite good. We met a Japanese buyer with shops in Milan—very promising and worth pursuing."

 - Zacarias 1925 by S.C. Vizcarra

"It was an overwhelming experience seeing all the beautiful booths and products in the exhibit especially from the designers/brands I only get to read in the magazines. I am grateful for the opportunity given by CITEM. The experience and learnings will guide me a long way in my career. Possible collaboration / distributorship to Middle East"

- Kit Blancas, Red Box Design Talent Grand Winner



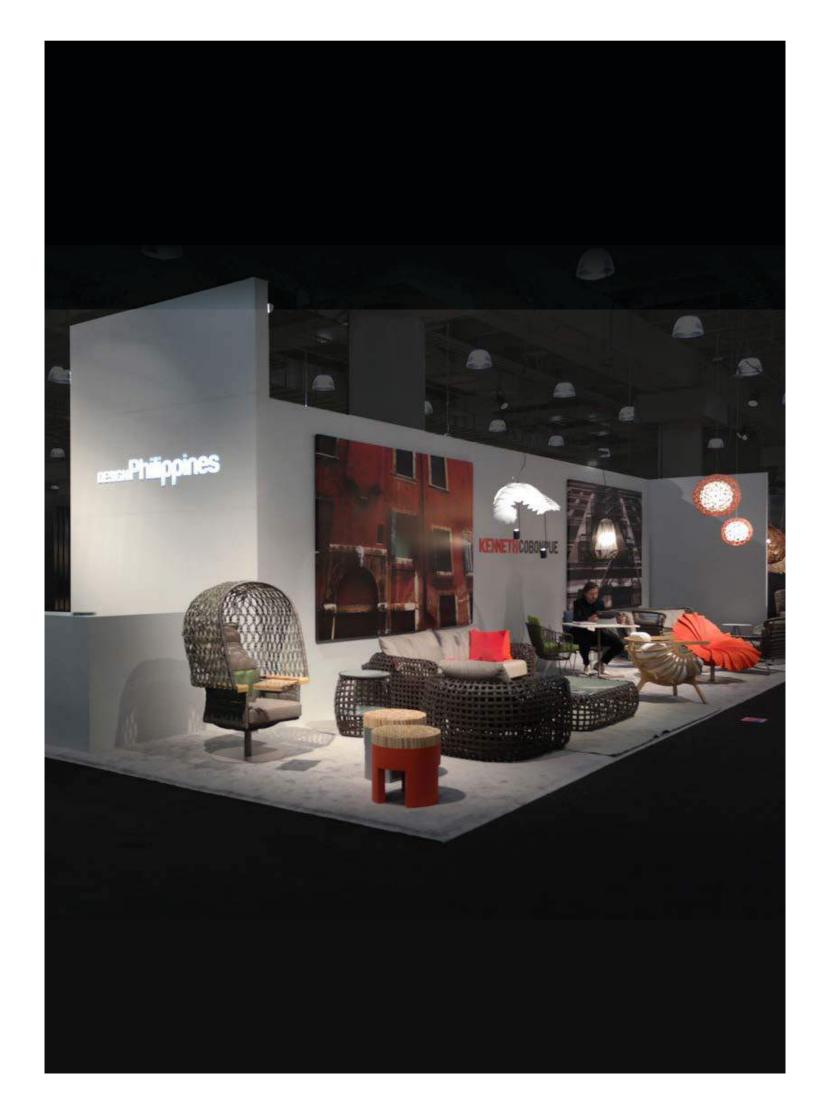
International Contemporary Furniture Fair (ICFF)

New York, USA | 14-17 May 2016

Companies Assisted: 5
Buyer Inquiries: 1,242
Export Sales Reported: USD 0.35 M
Media Mileage: PHP12.74M
Remarkable Results:
Ongoing negotiation for distributorship
in Germany and Spain









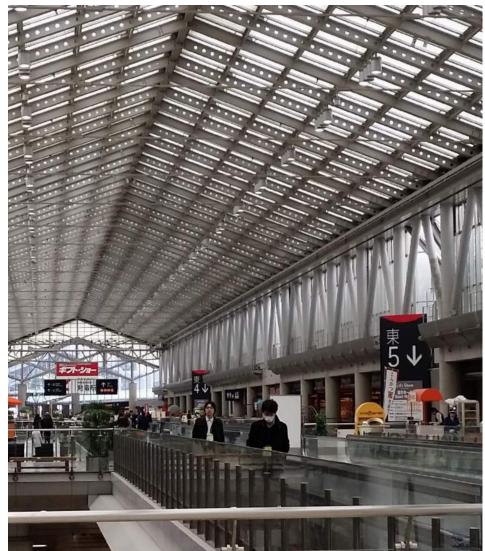
OVERSEAS TRADE FAIR PARTICIPATION

FASHION Philippines

FashionPHILIPPINES 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.





Tokyo International Gift Show

Tokyo, Japan | February 3-5, 2016

Designers Assisted: 3 Number of Inquiries: 78 Export Sales Reported: USD.32M Media Mileage: PHP18.7M

> CSM Philippines Mary Kel Company, Inc. Tixxi Manufacturing, Inc.















International Fashion Showcase

London United Kingdom | February 18-23, 2016

> Designers Assisted: 4 Number of Inquiries: 427 Media Mileage: USD25.37M

"The country that had 'la piece de la resistance for me was the Philippines. Their pieces, and their inspiration behind each piece, each story left me enthralled." – Sade Gilberti, Blogger and Accredited Online Influencer

"Philippine Fashion is about ethical fashion. It is fashion that cares." – Martin Roberts, founder of Fashion Scout and one of the IFS panel of judges









JARED SERVAÑO

Jared Servaño was invited to join EXALT Fashion Show, and had ongoing talks for a possible participation in the New York Fashion Week. He was considered to exhibit his piece—a gown made of banana hemp produced by the *B'laan* tribe—at the Victoria and Albert Museum.

MACO CUSTODIO

Maco Custodio's dog-inspired shoe collection gained a lot of interest from magazines and bloggers. He was invited by Basia Szkutnicka, Creative Director for Spanish shoe brand Camper, for a shoe designer development program in Korea. He was also invited to showcase his collection in a show organized by Tranoi International Premier, one of the leading Trade Show organizers in France. In addition, he was invited to join *Not Just a Label*, an e-commerce platform for emerging designers. He also had a meeting with Corniche, The Designer Clothes Store, to discuss the possibility of his products being carried in the boutique.

THIAN RODRIGUEZ

Thian Rodriguez, who used bullet casings in his apparel, was invited by Bureau Seutail to showcase his collection along emerging and established designer brands in showrooms to be staged during FashionWeeks in Berlin, Copenhagen, and Shanghai. Mercedes Benz Fashion Week Mexico asked for his Lookbook and press material, while *Not Just a Label* has included his name in its roster of designers.

MICKI OLAGUER

Micki Olaguer, whose jewelry pieces took inspiration from illegal child labor in mines in the southern part of the Philippines, received a referral from the fashion editor of Luisa Via Roma. She also received an invitation to join the e-commerce platform, *Not Just a Label*.



Maison et Objet Paris

Companies Assisted: 10 Number of Inquiries: 272 Export Sales Reported: USD.36M Media Mileage: PHP25.29M

Highlights: Jared Servano featured at the NY Fashion Week and Victoria and Albert Museum; Thian Rodriguez now selling at *Luxury Soi*, a high fashion designer wear online store in India; Special Citation under the Best Country Category









MICHELLINE SYJUCO

Michelline Syjuco's booth was visited by fashion insiders from Chanel, Dior, and Jean Paul Gaultier, who commended Syjuco's "magnifique" work. She was also invited to do a small salon show in Tucson for an exclusive audience that caters to super high-end buyers. If this pushes through, she would be the first Filipino ever invited to join the event.

MELE + MARIE (MEGABIJOUX)

The company captivated lots of Italian luxury shops and concept stores from Dubai, with most inquiries coming from lifestyle/concept storeowners. Frank Cleri, a well-known French TV personality, commented that Mele+Marie had genuine pieces of art. Marie Ange Horlaville of TV Mode 5 thought that the company's wood and shell laden clutches are superb.

KIT SILVER

Kit Silver's booth's concept and design gained a lot of interests from observers, with 90 percent of the inquiries coming from Middle Eastern buyers since most of the company's items were in gold. The retired Marketing Manager of Roberto Cavalli, Chanel, and Hermes loved the company's silver vintage collection and suggested that the owners get in touch with Chanel's Marketing and Creative Department for a possible collaboration.

MIA ARCENAS

Mia Arcenas caught the eye of a Saudi Arabian and a Swiss company. Both companies pledged to support the brand's products by creating more exclusive home and fashion pieces. A US company also purchased a few samples to introduce/test in the US market. A Dutch associated with CBI expressed interest in commissioning the company for some special projects.

CARMAELA (Crystal Seas)

Marie Claire Michalor, former Creative Director of Christian Dior, visited Carmaela's booth and was amazed at their exquisite *tinalak* collection. She asked them to contact the Creative Department of Christian Dior and present their collection.

ZAI DESIGN HIVE

The company had the opportunity to work with Arteum, an operator of museum shops in France. In particular, they will be collaborating with Musée du quai Branly, which liked the company's cuffs and bangles as they work well with the museum's theme. Arteum asked ZAI Design Hive to do cuffs, bracelets, and pendant necklaces using the prints that the museum will provide them.



OVERSEAS TRADE FAIR PARTICIPATION



FOODPhilippines

FoodPHILIPPINES is the industry brand for the food sector which unifies the overseas promotional efforts of the Philippine Department of Trade and Industry (DTI) and the Center for International Trade Expositions and Missions (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 producers of fresh fruits and marine products.















Winter Fancy Food Show

Gulfood 2016

Foodex

Taipei International Food Show

SIAL Paris

ASEAN Trade Fair

San Francisco, USA January 17-19, 2016

The WFFS 2016 is the largest specialty food trade event on the West Coast of the USA, showcasing industry innovation and bringing specialty food's top manufacturers, buyers, and industry leaders under one roof for three days.

Companies Assisted: 17 Number of Inquiries: 555 Export Sales Reported: USD45.4M Media Mileage: PHP16.27M Dubai, UAE February 21-25, 2016

GULFOOD (Gulf Food Hotel and Equipment Exhibition and Salon Culinaire) is the world's biggest annual trade show in the food and hospitality industry.

Companies Assisted: 24 Number of Inquiries: 1,759 Export Sales Reported: USD110M Media Mileage: PHP8.5M Chiba, Japan March 8-11, 2016

FOODEX JAPAN is the largest food show in the Asia-Pacific region with over 30 years. It serves as Japan's top trade food and beverage show.

Companies Assisted: 18 Number of Inquiries: 470 Export Sales Reported: USD27.5M Media Mileage: PHP5.73M Taipei, Taiwan June 22-25, 2016

Companies Assisted: 11 Number of Inquiries: 212 Export Sales Reported: USD21.98M Media Mileage: PHP2.39M Paris, France October 16-20, 2016

Companies Assisted: 20 Number of Inquiries: 421 Export Sales Reported: USD36.1M Media Mileage: PHP1.47M Seoul, South Korea November 2-5, 2016

Companies Assisted: 10 Number of Inquiries: 93 Export Sales Reported: USD35.332M Media Mileage: PHP2.47M



OVERSEAS TRADE FAIR PARTICIPATION



LIFESTYLEPhilippines

LifestylePHILIPPINES is a collective of creative enterprises representing the best of the Philippines' home and fashion sectors with versatile and design-driven products attuned to modern living.





Ambiente

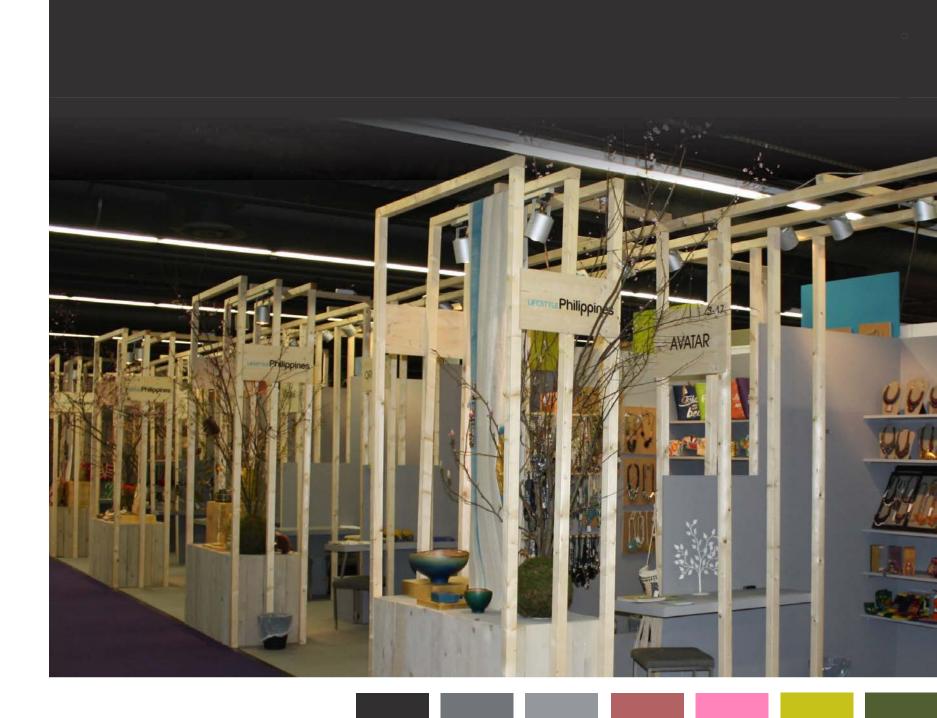
Messe Frankfurt, Germany February 12-16, 2016

Ambiente is the world's most important consumer goods trade show held annually in Germany.



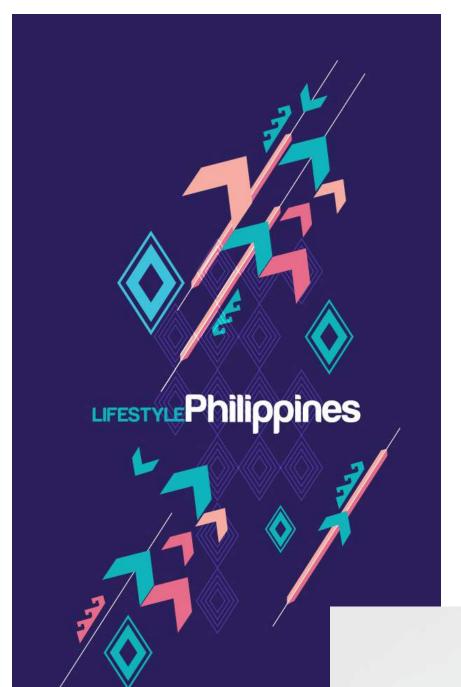






Companies Assisted: 19 Number of Inquiries: 605 Export Sales Reported: USD2.52M Media Mileage: PHP11.64M





NY NOW

New York, USA August 20-24, 2016

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.







Companies Assisted: 12 Number of Inquiries: 372 Export Sales Reported: USD.308M Media Mileage: PHP10.3M

Highlights: Negotiations for distributorship and join ventures; Beatriz Accessories lands coveted spot in Oprah's Favorite Things list of 2016; Finali featured at global lifestyle show, HGTV

THE PHILIPPINES AT THE CHINA-ASEAN EXPO



Companies Assisted: 31 Number of Inquiries: 4,114 Export Sales Reported: USD6.75M Media Mileage: PHP0.42M

> Nanning, China September 11-14, 2016

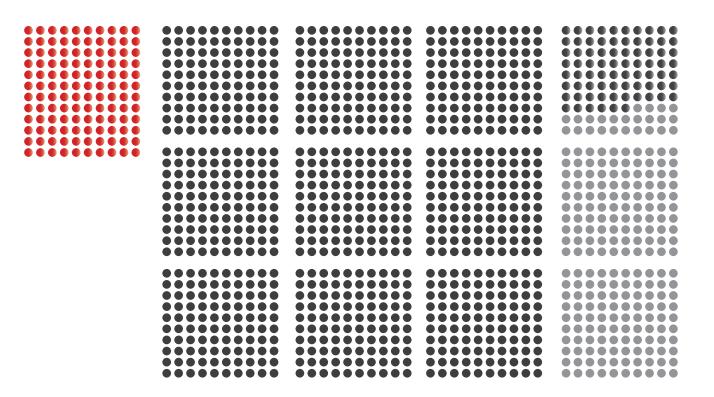
The China-ASEAN Expo (CAEXPO) is an annual international investment event that serves as a platform for a deepened economic partnership and accelerated economic integration between China and the ASEAN countries.



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.

ONE BRAND IMAGE MESSAGE

YEAR-ROUND SOURCING EVENTS **AND INCOMING MISSIONS**



TARGET: 120 EXHIBITORS ACTUAL: 986 EXHIBITORS

JAN-JULY 2016 Accomplishment: 986 companies Accomplishment: 822% Target no. of Buyers to be Assisted: 1,440 buyers JAN-JULY 2016 Buyers Serviced: 4,362 buyers Accomplishment: 303%





TARGET: 1440 BUYERS ACTUAL: 4,362 BUYERS





DESIGN FOR EXPORTS

CITEM, through HallONE, also organized year-round, targeted sourcing events, meetings, and business-to-business matching with visiting buyers and trade delegations.

In 2016, it conducted a sourcing event for Merit International D.O.O., Slovenia's top importer and distributor of fastmoving consumer and non-food goods in collaboration with the Chamber of Commerce of the Philippine Islands. The event was participated by nine Philippine manufacturers and suppliers, namely the Alliance Select Foods International, Inc.; Foodsphere, Inc.; The Fruit Garden; K & R United, Destileria Limtuaco, Co. Inc., Julianne Candice PH, Benjoy Inc., AADR Arts and Crafts Center, and Beatriz Accessories. These companies generated potential businesses and inquiries not only from Merit but also from the other Slovenian delegates.

YEAR-ROUND SOURCING EVENTS **AND INCOMING MISSIONS**





DESIGN FOR EXPORTS

and Missions (CITEM).

JMA provides the Japanese management innovation needs. industries with the latest corporate and industrial management methods and business opportunities

CITEM HallONE also hosted one through business-matching of Japan's oldest and largest services. It is comprised of the economic organizations, the Japan Japan Management Association Management Association (JMA) and a number of corporations which visited the Philippines to such as JMA Consultants, Inc.; JMA seek investment opportunities Systems Corporation; JMA Research and establish strategic business Institute, Inc.; JMA Management partnerships with the country's Center, Inc.; Japan Institute of Plant trade and investment organizations, Maintenance; Japan Society for including the Board of Investments, Technical Communication; Japan Philippine Economic Zone Authority, Institute of Information Technology; Makati Business Club, and the Center and JMA Holdings Inc. JMA Group for International Trade Expositions has 1,600 management specialists around the world supporting the client's problem solving and

DRIVING INNOVATION THROUGH CREATIVE COLLABORATION

NEW MATERIALAND PRODUCT DEVELOPMENTS















63rd Manila FAME April 21-24, 2016

1,019 Products developed 9 Product Specialists engaged

Featured: Spring Forward, Y'ari, Artisan Village and other special settings. 64th Manila FAME October 20-22, 2016

1074 Products developed 13 Product Specialists engaged: 51 Materials reintroduced

Featured: Lucent Objects, ICON: Peacock Chair Redux Special Setting, New Generation Weaves, *Materia*: Bamboo, Materia: Coconut, etc.







64th Manila FAME October 20-22, 2016 New Generation Weaves



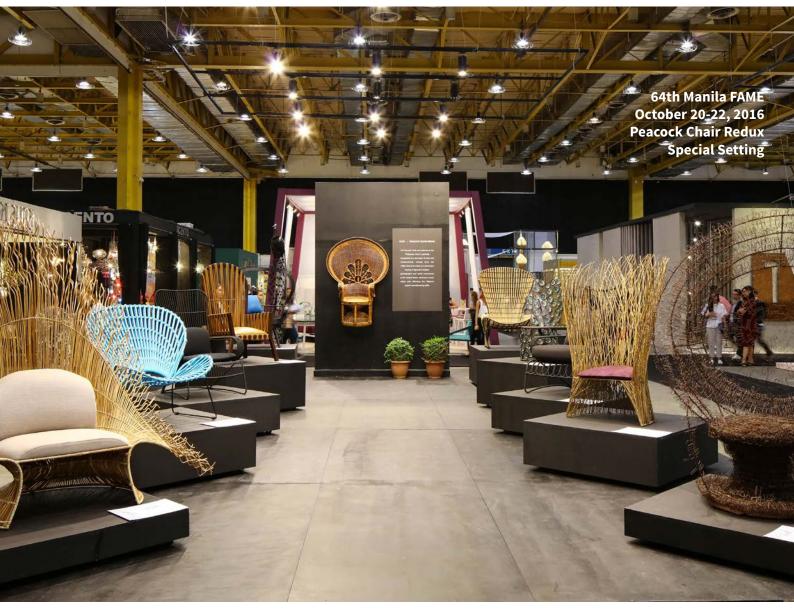






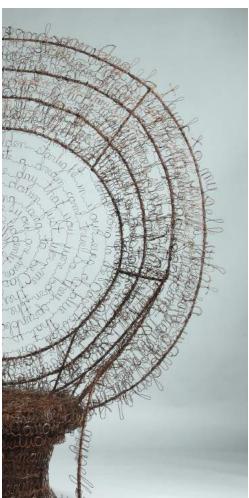














CREATIVE MARKETPLACE

HallONE | October 20-22, 2016 | 756 Participants

16 Speakers

13 Artists Engaged

8 Key LGUs to adopt Creative Cities Agenda

1) Catalyzed key local government units (LGUs) to adopt the Creative Cities agenda in partnership with the United Nations Educational, Scientific and Cultural Organization (UNESCO) Philippines.

2) Content Industry Sectors will work hand-in-hand with LGUs to forge partnership with progressional organizations to promote Academe-Industry parnerships for schools, such as immersions and apprenticeships to help students prepare for work.

3) CITEM, Industry Development Group - Board of Investments (IDG-BOI) and stakeholders in the private sectors made plans to meet in order to draft a roadmap for the creation of the Creative Economy Council.



Creative Environment in Intramuros

Design Week Philippines (DWP) Creative Environment celebrates art and culture with a lineup of activities centered in historic Intramuros, Metro Manila. Spearheaded by the Design Center of the Philippines (DCP), the festivity includes workshops, competitions, creative activities, and art installations set up in several university campuses all over the city.

KATHA Awards

KATHA Awards recognizes excellence in design among CITEM exhibitors, encouraging them to elevate design standards and pursue skillful exploration of materials and processes.

Creative Marketplace in HallONE

The Creative Marketplace is an annual industry development platform for the country's content industry, offering opportunities for idea sharing, networking, and collaboration while nurturing a culture of innovation and addressing concerns that hinder industry growth.

Creative Conversations

Creative Conversations is the platform for industry practitioners to gain insights and inspiration, enhance knowledge, fuel creativity, encourage collaboration, and expand design networks.

AWARDS

KATHA AWARDS APRIL 2016





KATHA AWARDS OCTOBER 2016

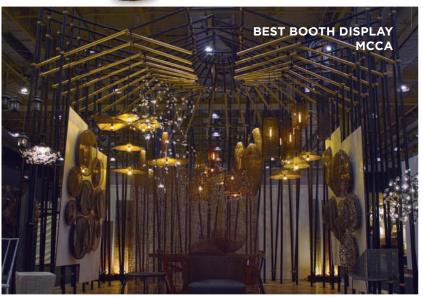


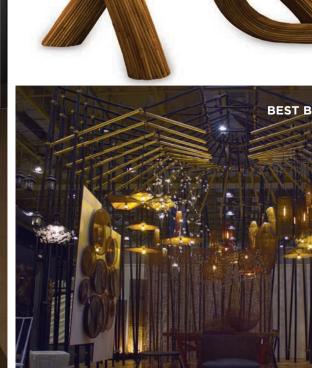
BEST PRODUCT DESIGN Home Décor Benjamin Lamp by Venzon Lighting Designer: Stanley Ruiz











DESIGN CHAMPIONS

Red Box Design Talents Competition Cycle 2 27 Young Designers Engaged:

- 2 Junior Designers graduated with their final showcase under Red Box in Manila FAME October 2016
- 4 Cycle 1 Grand Winners to continue with the program until 2018
- 9 Cycle 1 Finalists with their final showcase under Red Box in Manila FAME October 2016

12 Cycle 2 Finalists to showcase in Manila FAME April 2016, with 4 Grand Winners to be awarded



Junior Designers



Joseph Rastrullo



Rachelle Dagñalan

Cycle 1 Grand Winners

Jim Torres Kit Blancas Micki Olaguer Thian Rodriguez

Cycle 1 Finalists

Edward Sibunga J. Miguel Rosario **Jeffrey Manahan** Jelvin Mujar **Leby Le Moria Mariel Lazo** Michille Sabulao Viktoria Laguyo **Vince Tolentino**

Cycle 2 Finalists

Clark Mendoza **Daryl Refuerzo Dino Bancoro Emerson Sojor Hilder Demeterio** Ian Grecalda

Cheska Cadorniga Meme Dakay **Patrick Yamzon** Raisa Vargas **Regg Macasiray Tal De Guzman**

NEW INITIATIVES AND PARTNERSHIPS

RBL.ION.MNL

1000+ Registrants 50+ Shapers, Gurus and Innovators **27 Partner Companies**





80% Startups

Shapers and Performers

Individuals, Freelancers & Session Participants

Corporate Personalities

Food and Lifestyle Personalities

THE BLUE BOOTH FAIRY

A multi-platform application that improves the interaction between buyers and exhibitors during and after the trade fair event. As it stores important user data, it also functions as a digital business card and product catalog.



OTHER PARTNERSHIPS

To further improve its services, CITEM entered into local and international partnerships with government agencies, local government units (LGUs) (feature Artisans Village, Ripples Plus, and Slingshot), and foreign embassies, and strengthened ties with international entities.

MEDIA AND PUBLICITY CAMPAIGN





San Francisco, USA

Publicity Mileage generated:

₱15.022 M

Articles at:

The CITEMBlog TFC Balitang America

manilatimes.net philstar.com inquirer.net DTI Newsrack Asian Journal FilAm Star The Archipelago netizens ABS CBN News Freshplaza.com (California) thestandard.com PTIC Silicon Valley Manila Bulletin Press Reader





Gulfood

Foodstuff Africa Dubai World Trade Center manilatimes.net thestandard.com.ph Philippine canadian Inquirer DTI-Facebook businessmirror.com Inquirer.net DFA Franklin Baker Industry sourcing

MEDIA AND PUBLICITY CAMPAIGN

International Fashion Showcase

London, United Kingdom

Publicity Mileage generated:

₱25.37 M

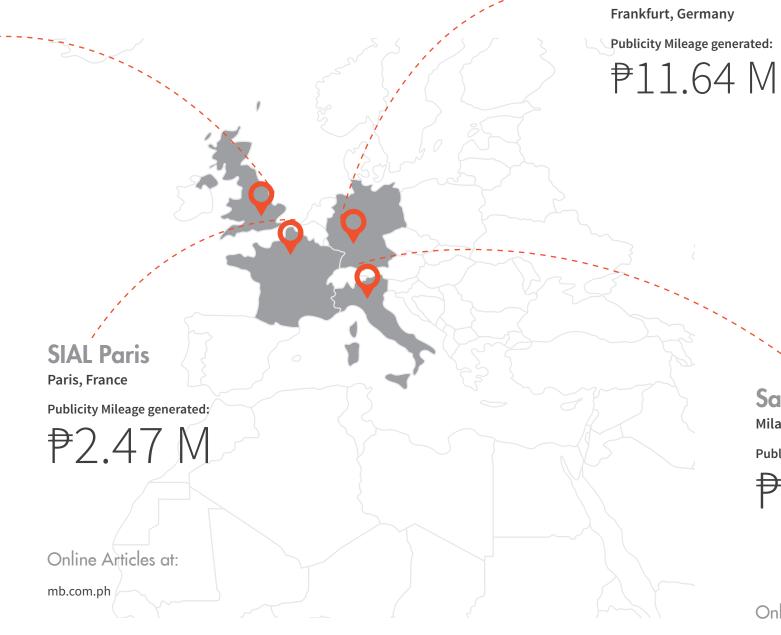
Online Articles at:

thestandard.com.ph Lexi Likes Balitang Global VRAI magazine Think-Feel-Discover European Gospel Radio Notre Dame Broadcasting Corporation PageOne.Ph i-D Fashion Magazine Inquirer.net Sarah Hedges Superior Magazine Bombo Radyo Philippines Sherene Melinda University of the Arts London Ian The Architect Glam Africa **UK-ASEAN Business Council** Rose and Vintage **REX by Shutterstock** tribune.net.ph Sade Giliberti

Facebook

TheCITEMBlog

Manila Bulletin Press Reader



Maison et Objet Paris

Paris, France

Publicity Mileage generated:

₱25.29 M

Online Articles at:

philstar.com inquirer.net

Salone International del Mobile

Online Articles at:

inquirer.net philstar.com

Tribune.net

The Sunday Times manilatimes.net

Thestandard.com.ph

mobelkulturonline

Milan, Italy

Ambiente

Publicity Mileage generated:

₱8.89 M

Online Articles at:

Preen inquirer.net vanityfair.it inquirer.net marieclaire.it manilatimes.net standard.com mb.com.ph malaya.com.ph



Tokyo International Gift Show Tokyo, Japan

Publicity Mileage generated:

₱18.70 M

Online Articles at:

manilatimes.net Embassy of the Republic of the Philippines Tokyo Japan Malaya Business Insights Inquirer.net

Online Articles at:

philstar.com malaya.com.ph Philippine Star

Foodex

Chiba, Japan

Publicity Mileage generated:

₱5.73 M

Online Articles at:

investphilippines.gov.ph Inquirer.net The Japan Times Shoku-iku tribune.net Malaya Business Insights EINNewsDesk



ACHIEVING BRAND EQUITY







AWARDS AND RECOGNITIONS Ann Ong

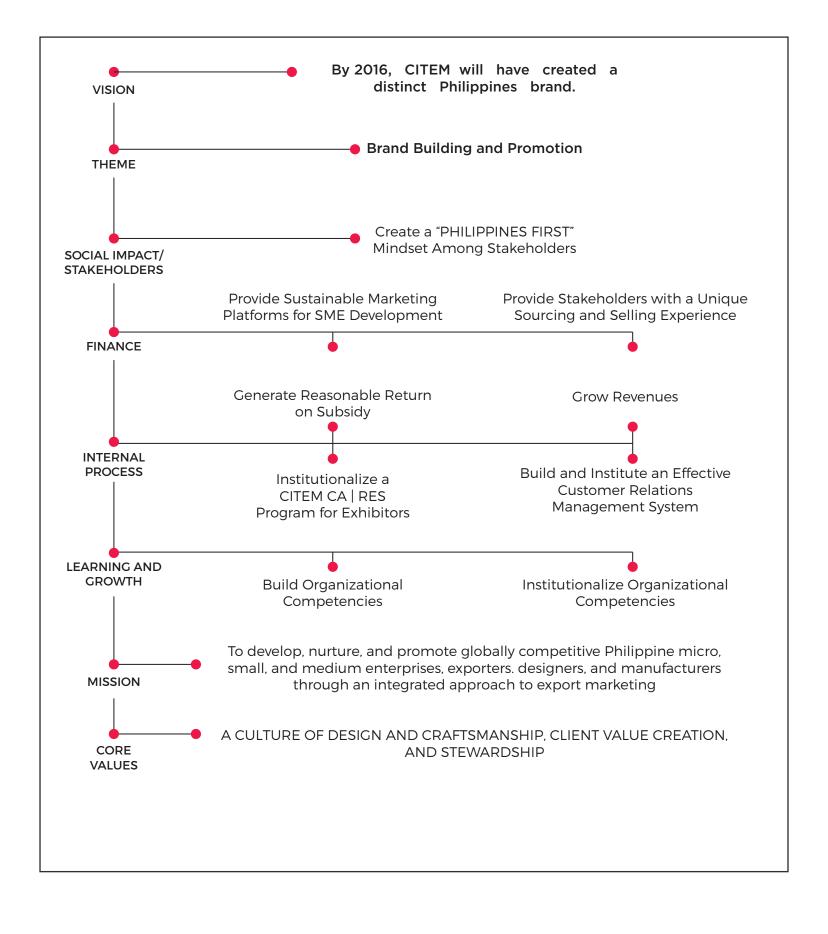
World Bride Magazine New York featured Ann Ong's clutches and cuffs
British Vogue Magazine two-time feature of Ann Ong Ann Ong brand feature at the American Music Awards Celebrity Connect in Los Angeles, USA Ann Ong feature in the Christmas Chelsea Show, London



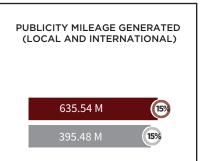
GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

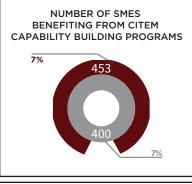
FOR PERFORMANCE TARGETS

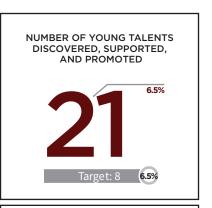
In accordance with R.A. 10149 (GOCC Governance Act of 2011), CITEM has committed a set of targets for GCG's (Governance Commission for GOCCs) performance evaluation. These targets reflect the progress and achievements made by the GOCCs (government-owned and controlled corporations) for the year.

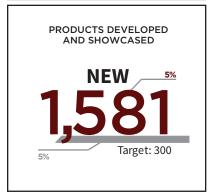


CITEM 2016 ACCOMPLISHMENTS

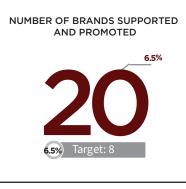


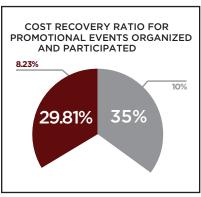


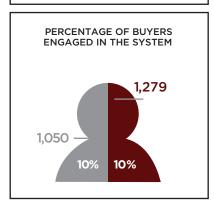














PERCENTAGE OF IMPLEMENTATION OF BRANDPLANS

Designated Sector Phase is 60% Accomplished

5%

Home Brandplan - 60% Fashion Brandplan - 100% Food Brandplan- 67%



Establish Competency Baseline

Identified technical competencies for key positions (on individual baseline).

5%

REVIEW AND DEVELOPMENT OF POLICIES REGARDING CITEM INCENTIVES AND SERVICES

Policy Matrix indicating number of policies created/reviewed A total of six (6) main policies with 17 programs/activities/projects (PAPs) were compiled and reviewed. Of these policies, 11 have definite resolutions, while 6 are awaiting developments such as reorganizations, referendums, and approval.

ATTAIN ISO CERTIFICATION

5%

ISO Certification for all processes

"Certifiable" Status in Readiness Assessment

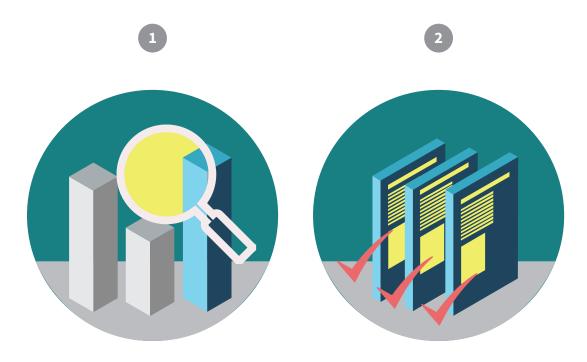
5%

5%

:

98.23%

GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY





For Good Governance

We are pleased to inform you that CITEM has instituted the following measures to track its progress and eliminate operational risks:

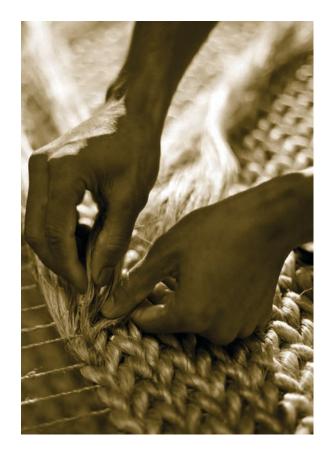
- **1. Performance Review:** Periodic performance review of operations and activities to determine actual accomplishments vis-a-vis targets/objectives. Management requires all operating units to submit weekly accomplishment reports and top three priorities for the coming week to ensure that projects are monitored according to the expectations of stakeholders.
- **2. Compliance Review:** Periodic review of internal business processes to ensure compliance with current regulations, policies and procedures and other requirements. Expenses are monitored accordingly. This is done during Regular Management Committee meetings with different functional groups.

- **3. Perception and Value Assessment:** Stakeholders' Satisfaction Survey for each of the project is undertaken by a third party to check if the performance standards set by the Agency for its stakeholder are met. This feedback mechanism strengthens stakeholders' participation in the Agency's service-related processes and ensures transparency and public accountability. It likewise identifies areas that need improvement.
- **4. Financial Management and Control:** Systems are in place for accounting and budget control. Every functional unit in the organization is responsible to manage the budget allocated to them, as authorized in the Corporate Operating Budget. Regular reports on actual vs. planned objectives are provided to adequately monitor and control project and budget implementation.

We remain cognizant of the risk factors and implement measures to address them in the best way possible.

GOVERNANCE AND CORPORATE

SOCIAL RESPONSIBILITY



ACCOUNTABILITY TO STAKEHOLDERS

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.

To further engage its stakeholders, CITEM implements the CITEM CA | RES, or the CApability and RESponsiveness which is the Agency's 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. The Agency goes beyond providing the best trade platform for its stakeholders as it helps ensure their success in the global market.

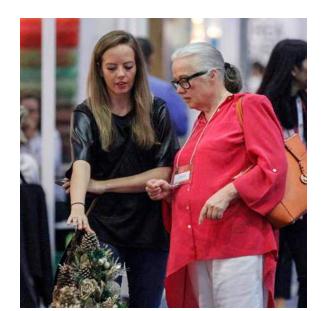
For MSMEs

CITEM help exhibitors improve their products through merchandise development sessions and design collaborations with local and international designers. These activities are strategically scheduled before each show to ensure that MSMEs have time to incorporate their new learnings and ideas during the show.

For Design Talents

CITEM supports the country's veteran and emerging design talents through Red Box, a young design talent development program, and various other design collaboration activities.. Under the program, the Agency build partnerships between manufacturers and design talents wherein design talents are given the opportunity and experience to showcase their creativity while working with local manufacturers. Such synergy 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 is committed to provide a unique sourcing experience for international and local buyers. In its effort to identify trade buyers who are interested in Philippine products, and further expand its reach, CITEM has implemented the Very Important Buyer (VIB) program, which aims to identify top-level buyers and link them with Philippine companies. CITEM also developed the iConnect System that enables buyers to pre-identify their target Philippine companies and schedule negotiations with them for a smoother, more organized, and time-efficient sourcing experience. These buyer-related activities not only aid CITEM in creating a unique sourcing experience, but also reinforces the world-renowned hospitality of the Filipino people.



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.

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.

Feedback and Redress Mechanisms

To promote transparency and constant improvement, CITEM encourages stakeholders to express their feedback, concerns, complaints, and suggestions, as indicated in the Citizen's Charter at CITEM's official website:

- Talking to the Customer Relations Officer at the CITEM Lobby
- Filling out the Feedback Form available at the CITEM Information Desk and dropping it in the Suggestion Box located at the lobby
- Contacting CITEM through phone at +(63 2) 831-2201; through fax no. 832-3965; or via e-mail at info@citem.com.ph

CITEM'S CSR PROGRAMS

As a GOCC, an essential component of the National Government, CITEM practices social responsibility while fulfilling its mandate to promote the Philippines as a reliable source of export-quality products and services in the global market

INTEGRITY

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

TRANSPARENCY

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

GOVERNANCE AND

CORPORATE SOCIAL RESPONSIBILITY

ENVIRONMENT

CITEM supports the environment by recognizing Philippine companies that uses eco-sustainable materials and eco-friendly products through the "Special Citation: Eco-Design Award" in its prestigious Katha Awards. In Manila FAME April 2016, the "Eco-Design Award" was given to Ito Kish's "Binhi," which was made with rattan and named after the Filipino word for "seed." In Manila FAME October 2016, the award was conferred to MASAECO's "Diamant Lamp" made with paper and eco-friendly materials and process.



CITEM EMPLOYEES

The Civil Service Commission – National Capital Region (CSC-NCR) has recognized CITEM for meeting the Human Resources (HR) maturity level 2 indicators for the HR system and competencies on Recruitment, Selection and Placement (RSP),

Trainings and Development Programs

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.

Whistleblowing Policy/Open-Door Policy

As provided under GCG Memorandum Circular No. 2014-04, the purpose of the whistleblowing policy is to enable any concerned individual to report and provide information, anonymously if he/she wishes, and even testify on matters involving the actions or omissions of the Directors/Trustees, Officers, and employees of the GOCCs, that are illegal; unethical; against good governance principles, public policy, and morals; promotive of unsound and unhealthy business practices; and grossly disadvantageous to the GOCC and/or the Government.

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. It promotes an environment of open communication between employees and all levels of management to enhance relations, improve work performance, and 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 channels of reporting that a whistleblower can use to file any reportable condition:

Website: http://www.citem.gov.ph or at http://www.gcg.gov.ph

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: (632) 832-3965

Face to Face Meetings with CITEM officials, officers, employees, and/or GCG officials

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 shall 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 CGC 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 2016

IMPLEMENTED LOCAL TRAININGS/ SEMINARS FOR 2016							
Name of Training/Seminar	YENUE	DATE	Male	Female	TOTAL		
DIRECTORS ATTENDANCE SYSTEM	BEST WESTERN PLUS ANTEL HOTEL, 7829 MAKATI AVE., MAKATI CITY	27-Jan		1	1		
HOSPITALITY INVESTMENT	FAIRMONT HOTEL, MAKATI CITY	27-28 JAN		1	1		
PhilGEPS TRAINING FOR PHASE 1	CAFÉ, ORTIGAS AVE. EXTENSION, ROSARIO,	28-29 JAN		4	4		
GRAPIKA MANILA 2016	SMX CONVENTION, PASAY CITY	30-31 JAN	12	9	21		
2ND FOCUS GROUP DISCUSSION ON	NCCA BOARD ROOM, GENERAL LUNA ST.,	2-Feb	1	3	4		
VORKSHOP/ TRAINING COURSE ON INTERNAL	GOLDEN SHELL PAVILION	2-4 FEB	7	25	32		
IDEA GLOBAL ENTREPRENEURSHIP	MAKATI SHANRI-LA HOTEL	17-Feb		1	1		
ART FAIR PHILIPPINES 2016: SPECIAL EXIBIT	LEVEL 5,6 AND 7, THE LINK CARKPARK, PARK WAY DRIVE, AYALA AVENUE, MAKATI CITY	18 AND 20 FEB		11	11		
TRADE AND CARGO FRAUD SEMINAR	PCCI BASECURITY HALL, 3/F CHAMBER OF COMMERCEV PLAZA 1030 CAMPUS AVE., MCKINLEY HILL, FORT BONIFACIO,	19-Feb		2	2		
TARIFF LIBERALIZATION IN ASEAN SINGLE MARKET: EFFECTS CONFERENCE	AIM CONFERENCE CENTER MANILA (ACCM), BENAVIDES ST., MAKATI CITY	19-Feb		1	1		
ASIA YOUNG LEADERS SUMMIT 2016	MANILA MARIOTT HOTEL	24-Feb		2	2		
CORPORATE GOVERNANCE SCORECARD FEEDBACK SESSION	ROOM, GROUND FLOOR OF ASIAN INSTITUTE OF MANAGEMENT (AIM) CONFERENCE CENTER, BENEVIDEZ, COR, TRASIERRA ST.	22-Feb		1	1		
IST QUARTERLY CLUSTER MEETING OF THE HR MANAGEMENT	PTTC	1-Mar	1	2	3		
CAPACITY BUILDING VORKSHOP FOR PHILIPPINE EXPORT	ACE HOTEL AND SUITES, BRIXTON COR., UNITED ST., PASIG CITY	02-04 MAR		2	2		
SEMINAR ON TAX UPDATES AND COURT	HOLIDAY INN AND SUITES MAKATI,	4-Mar	1	1	2		
NEV EMPLOYEE ORIENTATION	HALLONE CONFERENCE ROOM	30-31 MAR	2	17	19		
DTI POLICY AND LEGISLATIVE VORKSHOP	DAP CONFERENCE CENTER AND HOTEL, TAGAYTAY CITY	20-21 APR		2	2		
EXECUTIVE ASSISTANT TRAINING	1503-A WEST TOWER, PHILIPPINE STOCK	11-12 MAY		1	1		

OVERSEAS TRAININGS/ SEMINARS/EXPOSURE TRIPS FOR 2016								
Name of Activity	YENUE	DATE	Male	Female	TOTAL			
COEX Familiarization Tour	Korea	14-17 June 2016		1	1			
Senior Officials Meeting for the 13th CAEXPO	Nanning, China	15-17 March	1	1	2			
ATPF Working Level Meeting	Japan	15-17 June	1	1	2			
Tourism Service Design Workshop	Hanoi, Vietnam	22-27 October		1	1			
Asia Design Sharing Council Meeting	Hanoi, Vietnam	25-28 October		2	2			
Observation and Benchmarking Mission to Tokyo	Tokyo, Japan	4-8 Nov		2	2			
83rd UFI Global Congress	Shanghai, China	9-12 Nov		2	2			
AJC Promoting Services Trade Conference	Tokyo, Japan	28 Nov -02 Dec		1	1			
Business of Design Week	Hong Kong	30 Nov-03Dec	1	2	3			
G2G Community Dialogue and GECommunity 2016	Malaysia	7-9 Dec		1	1			

IMPLEMENTED LOCAL TRAININGS/ SEMINARS FOR 2016						
Name of Training/Seminar	DATE	Male	Female	TOTAL		
STRATEGY EXECUTION PATHWAY (STEP	MAKATICITY	19-20 MAY		1	1	
JAYASCRIPT AND JQuery FOR WEB INTERACTIVITY	PHILIPPINE CENTER FOR CREATIVE IMAGING, DON CHINO ROCES AVE., MAKATI	27-29 MAY	1	1	2	
SEMINAR ON Egovernment PROJECT MANAGEMENT	SEMINAR ROOM, 2 ND FLOOR, ICTO BLDG., C.P GARCIA AVE., DILIMAN QUEZON CITY TRAINING ROOM,	30 MAY - 03- JUN	1		1	
HR MANAGER FELLOVSHIP MEETING AND LEARNING SESSION	CAREER EXECUTIVE SERVICE BOARD, NO. 3 MARCELINO ST., HOLY SPIRIT DRIVE, DILIMAN	17-Jun	-Jun		2	
GACPA DAY	SMX CONVENTION CENTER, 3/F SM AURA PREMIER MCKINLEY PARKWAY, FORT BONIFACIO, TAGNIG	21-Jul		1	1	
ROADMAPS FOR GIFTS AND HOUSEVARE AND HOLIDAY DÉCOR	SUITES MAKATI, GLORIETTA MALL, PALM DRIVE, AYALA	21-Jul	1	3	4	
UNDERSIGNED THE ASIA TECH SUMMIT	MANILA MARIOTT HOTEL	27-Jul		2	2	
(SHARING OF SKILLS) INTRODUCTION TO MS PROJECT MANAGEMENT	MEETING ROOM1	27 JUL(WITH AM AND PM BATCH)	13	35	48	
	HALL ONE CONFERENCE ROOM	29 JUL(VITH AM AND PM BATCH)	13	35	48	
(SHARING OF SKILLS) INTRODUCTION TO	MEETING ROOM 1	26 JUL (BATCH1)	7	20	27	
PROCUREMENT PROCESS (RA 9184)		05 AUG (BATCH2)	9	20	29	
IDEATION AND PROTOTYPING VORKSHOP	BLDG., NEGOSYO CENTER PLUS: INNOVATION CENTER,	10-Aug		3	3	
THE 23rd NATIONAL RETAIL CONFERENCE	SMX CONVENTION CENTER, SM MALL OF ASIA, PASAY CITY	10-11 AUG		2	2	
THE LEADERSHIP CONCLAYE SEMINAR ON THE YEST PHILLIPINE SEA WITH JUSTICE	PENTHOUSE AVR OF THE BOARD OF INVESTMENTS, MAKATICITY	12-Aug		6	6	
DIGITAL MARKETING IN A BLINK SEMINAR 2016	AIM CONFERENCE CENTER MANILA,	11-12 AUG	3		3	
MANDATORY CONTINUING LEGAL	UNIVERSITY OF THE PHILIPPINES	15-18 AUG		1	1	
ADVANCED TAXATION SEMINAR	GREAT EASTERN HOTEL ABERDEEN	25-26 AUG		1	1	
EYENT DISCUSSION BY MICROSOFT AND PHILGEPS	FUNCTION MAKATI AB MAKATI SHANGRI-LA HOTEL, MAKATI CITY	5-Sep	1	1	2	
FOCUS GROUP DISCUSSION WITH HANDSON TRAINING ON THE	UNIT 608, RAFFLES CORPORATE CENTER,	9-Sep		2	2	

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

For the financial year ended 31 December 2016, 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 EMPLOYEES WELFARE PROGRAMS 2016									
EVENT	EYENT YENUE DATE MALE FEMALE TOTAL								
CSC FUN RUN	QUIRINO GRANDSTAND 3-Sep		15	44	59				
CITEM 2016 TEAM BUILDING	CANYON COVE, NASUGBU BATANGAS	15-16 JUL	33	67	100				
ANNUAL FLU	CITEM	30-Jun 45 115		160					
MMDA SHAKE DRILL	CITEM 22-Jun ALL CITEM EMPLOYEES				OYEES				

2016 TRAININGS ATTENDED BY CITEM BOARD OF GOVERNORS

2016 TRAININGS / WORKSHOPS ATTENDED BY EXECUTIVE DIRECTOR ROSVI C. GAETOS						
TRAININGS/SEMINARS/CONFERENCE VENUE DATE						
STRATEGY EXECUTION PATHWAY (STEP) ESSENTIAL WORKSHOP	MAKATI CITY	19-20 MAY				
PROFESSIONAL DIRECTORS PROGRAM (PDF)	PENINSULA, MAKATI	09,16,17,23, 24 June				
THE 23RD NATIONAL RETAIL CONFERENCE	SMX CONVENTION CENTER, MALL OF ASIA, PASAY CITY	10-11 AUG				
ECONOMIC AND INVESTMENT CONFERENCE IN MANILA: EXPLORING NEW SOURCES OF GROWTH AND OPPORTUNITIES IN THE PHILIPPINES ASIA'S BRIGHT SPOT: 2016-2022	MAKATI-SHANGRI-LA HOTEL	26-Oct				
ASIA DESIGN SHARING COUNCIL MEETING	Hanoi, Vietnam	25-28 October				
OBSERVATION AND BENCHMARKING MISSION TO TOKYO	Tokyo, Japan	4-8 November				
83RD UFI GLOBAL CONGRESS	Shanghai, China	9-12 November				
BUSINESS OF DESIGN WEEK	Hong Kong	30 Nov-03Dec				

CITEM2016 Financial Performance Indicators (in Million Pesos)

INDICATORS			2016	2015	2014	
			Audited FS	Restated FS	Audited FS	
		Current Assets		P 190.796 M	P 196.536 M	P 197.295 M
Current Ratio	-	Current Liabilities	=	P 79.355 M	P 68.452 M	P 87.374 M
				2.40	2.87	2.26
Net Working		Current Assets -		P 190.796 M	P 196.536 M	P 197.295 M
Capital	- 1	=	P 79.355 M	P 68.452 M	P 87.374 M	
				P 111.441 M	P 128.084 M	P 109.921 M
Debt Ratio	_	Total Liabilities	_	P 92.291 M	P 80.970 M	P 103.047 M
Debt Katio	-	Total Assets	=	P 531.979 M	P 536.072 M	P 526.740 M
				17%	15%	20%
Subsidy Ratio	_	Total Subsidy	_	P 195.000 M	P 186.443 M	P 186.443 M
Subsidy Natio	_	Total Expenses	_	P 264.084 M	P 246.022 M	P 227.915 M
				74%	76%	82%



CITEM: AN OVERVIEW

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippines' Department of Trade and Industry (DTI).

For 33 years, 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.

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

CITEM undertakes Design for Export initiatives:

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





Vision

By 2020, CITEM will have created a distinct "*Philippines*" brand in target international markets for key export products.

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 promotion, in partnership with other government and private entities.

Mandate

CITEM is mandated to market and promote the Philippines as a reliable source of export-quality products and services in the global market through trade fairs and missions and other export promotion programs.

CITEM **MILESTONES**

Launch of the Merchandise Design Consultancy Founding of CITEM by virtue of Executive Order 989 to strengthen the country's Program to recognize and promote Philippine Participation of Movement export promotions program. CITEM was talents and designers, with Budji Layug as the first Filipino designer joining the program. established by merging two DTI agencies: The Center for International Trade 8 in the International Opening of the Regional Display Hall Contemporary Furniture at the International Trade Center. Expositions and Missions, Inc. (CITEM, Inc.), 00 Fair (ICFF) in New York, which was established in 1983, and the USA, and winning 0 Philippine Trade Exhibition Center (PTEC). the Editors Award for Hosting of the 6th Asia-Pacific Craftsmanship. Inauguration of the Export Product Launch of the Best in the World Program International Trade (ASPAT) Fair of UNwith 10 of the world's top merchandisers and Participation of Movement ESCAP, with 26 countries in attendance. Showcases at the Ninoy Aguino designers working with local manufacturers 8 in events in Paris, International Airport (NAIA). Receipt of the Most Outstanding to transform the seven nontraditional Cologne, and Milan. 0 export priority sectors. Government Service Award for organizing Feature of Movement 8 at the Asia-Pacific International Trade Fair. Launch of Manila FAME's Apparel Market the Salone Internazionale Intensive in-store promotion in major department stores in the US (Bloomingdale's and JC Penny), Week (April edition). del Mobile in Milan, Italy. Formation of the design group "Movement 8" to give face to the Canada (Hudson's Bay), France (Galeries Lafayette), Launch of Manila Furnishings & Apparel Spain (El Corte Ingles), Japan (Mitsukoshi), and Taiwan Manufacturers Exchange (FAME) Market existence of Philippine design (Far Eastern Department Store). resulting from a very successful Week as the global platform for SMEs (October Edition). participation of a group of Filipino designers/exporters in the Valencia Recognition of the Philippines as the "Italy International Furniture Fair headed of Asia" by Furniture Today USA. by Budji Layug, together with the late former CITEM Executive Director Araceli Maria Pinto-Mansor. Turnover of the Golden Shell Awards to CITEM from the Philippine participation in Design Center of the Philippines. MAISON&OBJET in Paris, France. Hosting of the 5th Worldwide launch of Top Lines in Motion: A Traveling Organization of the 1st e-Services Asian Trade Promotion Forum in Manila, Exhibit of Philippine Fashion Apparel & Accessories Philippines as a trade platform to propel the information and that visited Australia, Europe, Japan, and the US. with 15 countries in communication technology and attendance. Spearheading of a roving exhibition for interior design BPO industries. in key Asian markets: Hong Kong, Malaysia, Singapore, Launch of "Papel and Brunei Darussalam. Likhang Kamay" to Organization of the Philippine participation in help promote the Turnover of the Katha Awards to CITEM. development of the the World Expo 2000 in Hannover, Germany with handmade paper CITEM's first time to spearhead the Philippine Architect Ed Calma as curator. industry for export. participation in a world exposition: Expo 86 (the 1986 World Exposition) in Vancouver, Canada. 0 2 Inauguration of the permanent showrooms for the seven non-traditional export priority sectors at the International Trade Center. Partner Country Presentation at the 1998 Hannover Fair, with Launch of the 1st National Food Fest, the forerunner of IFEX Philippines. CITEM tasked to oversee and undertake the necessary preparations for the international fair. 0 0 Launching of Bio-Search '97, the 1st Southeast Asian Regional Conference on Holding of the first "Exports for Herbology (Natural and Herbal Products) in June 1997 at the Philippine Trade Training Center (PTTC). Housewives" Seminars that created a new corps of exporters. Hosting of the UNESCO and the International Trade Centre (ITC) at the Philippine 0 International Convention Center (PICC) in October 1997.

CITEM **MILESTONES**

creative economy.

young designers, to highlight the rise declaration of Design Week every March of the next generation of designers and October through Proclamation 0 which came to be known as the Red Box No. 277 to celebrate design-centered Staging of the Philippine Solo Exhibition titled "Philippines-China: Ties That Bind" at programs and events that foster Program. 0 creativity among Filipinos. the Shanghai Exhibition Center in Shanghai, First feature of Mindanao, BIMP-EAGA, People's Republic of China. 0 and ARMM in IFEX Philippines. Launch of the Design for Exports Program, an export promotion 2 Re-launch of the Katha Awards under the intervention for SMEs. Spin-off of the Asian Ethnic Food Fair Design Week Philippines. Feature of Manila FAME and its design as the 1st International Food Exhibition Positioning of IFEX Philippines as "Asia's team for the very first time in France's (IFEX) Philippines. Ethnic Food and Ingredients Show" for a two luxury lifestyle publications: Cote re-launch in 2013. Sud and Elle Decoration. 0 2 Growing the show: Rebranding of Manila Launch of HallONE: Design for Exports FAME as the Design and Lifestyle Event. at the International Trade Center as a Celebration of Manila FAME's 50th Edition year-round sourcing venue for local Local and international design and foreign buyers. with an expanded show that embraced collaboration: Design icons' involvement new creative sectors. in Manila FAME's Creative Team led 0 by Josie Natori, Budji Layug, and Brand building (Go Where the Buyers Kenneth Cobonpue, together with a Are) through launch of the Food 2 team of international marketing/design Philippines brand in overseas trade Organization of the Philippine fairs where CITEM participates. consultants. participation in the World Launch of additional features: Manila Expo Shanghai 2010. Wear and Design Week Philippines. 0 the direct consumers of Meetings, Incentive Travel, Momentum Marketing: Moving Brands Forward, Conventions and Exhibitions/Events (MICE) sector. an integrated program that combines product and merchandise development with marketing and 0 Launch of the Red Box Young Design Talents promotion strategies that aims to touch more lives and bring the world to Manila through a more unified Competition. brand, image and message. Launch of The Artisans Village as an exhibition concept Participation of APEC Economies at IFEX Philippines. at the Manila FAME that brings together under one Industry unity after thematic roof the small producers of crafts, décor, more than 20 years: Mounting of LUXE Philippines during the APEC Women fashion, and home accessories from all over the country. Consolidation of four and Economy Forum in September 2015: A special The Artisans Village created a strong consolidated sourcing shows under image for crafts from the regions as well as an ideal exhibition and an upscale retail event that created the Manila FAME banner a new branding initiative from CITEM that targets marketplace for small regional producers. (Manila FAME, Manila Now, CebuNext, and Bijoux Cebu). Pouring of investments Presentation of the Tabletops Special Setting, a Empowerment of the Filipino exporter through the in Retooling the Exporter, product design development program by multilaunch of the CITEM's Capability and Responsiveness (CARES) Program. Revamping the Show, and awarded German merchandise specialist Detlef Organization of "TRANSFORMATIONS: Nature and 0 Improving the Product. Klatt, at Manila FAME March 2014 edition Beyond" at ICFF which highlighted the works of Launch of the Design for Exports Food Program 2 10 of the world's top designers using 10 Philippine Launch of the new (DEFood). Merchandise Specialist indigenous materials. 0 Program at Manila FAME to refocus product and 2 design development Show expansion and innovation with a new movement in Calibration of global promotion through the launch of the towards commerciality design (Sustain What Works). Design Philippines and Fashion Philippines brands in overseas and profitability. trade fairs where CITEM participates. Turnover of the National Trade Fair to CITEM in Introduction of a new movement in design by launching support of SME development. NeoTextiles: A Material Development Program featuring CITEM organizational direction to develop a high-focus and handwoven textiles from Ilocos, Palawan, and South Cotabato, high-performance team through the setting of Wildly Important Spearheading of the Creative Industries Forum made into home and fashion products by manufacturers from to mobilize the leaders and stakeholders of the Goals (WIGs). Bulacan, Davao, and Manila.

Collaboration with EPOCH, a group of

President Benigno S. Aquino III's

BOARD OF GOVERNORS

AGENCY	PERMANENT REPRESENTATIVE	ALTERNATE REPRESENTATIVE
LANDBANK OF THE PHILIPPINES	Hon. Alex V. Buenaventura President & CEO	Hon. Leila C. Martin Vice-President, LBP Lending Program Management Group
NATIONAL FOOD AUTHORITY	Hon. Tomas S. Escarez OIC Administrator	Hon. Maria Mercedes G. Yacapin Department Manager, Corporate Planning & Management Corporate Services
BANGKO SENTRAL NG PILIPINAS	Hon. Amando M. Tetangco Jr. Governor & Chairman of the Monetary Board	Hon. Wilhelmina C. Mañalac Managing Director for International Sub-Sector
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS	Hon. Rosario Virginia C. Gaetos Appointive Member/Private Sector Representative	
DEPARTMENT OF TRADE AND INDUSTRY	Hon. Ramon M. Lopez Secretary Chairman of the Board	Hon. Nora K. Terrado Undersecretary

CITEM BOARD OF GOVERNORS

MARIA MERCEDES G. YACAPIN

Alternate Representative

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: Position

18 January 2016 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 Lunsod ng Mavnila (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, Korga, 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)

BANGKO SENTRAL NG PILIPINAS

WILHELMINA C. MAÑALAC Alternate Representative

March 20, 1954 Date of Birth

Date of Appointment 02 June 2009 Permanent Alternate Representative to

the CITEM Board

Position Assistant Governor, International Sub-Sector

Bangko Sentral ng Pilipinas Rm. 303, 3/F, Five-Storey Bldg., BSP Complex A. Mabini cor. P. Ocampo Sr. Sts., Malate, 1004

Manila

(02) 708-7494 Tel No. (02) 708-7493 Fax No. **Email Address** wmanalac@bsp.gov.ph

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

Office Address

- 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)
- Bangko Sentral ng Pilipinas (BSP) Assistant Governor, International Sub-Sector (ISS, 2017 - present)
- 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)

 BSP Director, Corporate Planning Office (2002 2006)
- BSP Deputy Director, Department of Economic Research (1994 2002)

LEILA CAGUINGIN MARTIN

Alternate Representative

55 yrs Age

Date of Birth November 28, 1961

Date of Appointment 12 December 2012. Permanent Representative to the

CITEM Board

1st Vice President/Head of NCR Branch, Land Bank of the Position 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

ROSARIO VIRGINIA C. GAETOS

Appointive Member

Age Date of Birth October 22, 1958

Date of Appointment 29 January 2013

Executive Director, CITEM

Position 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-
- 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 HallOne, 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
- Outpointe Governance Sciegard Chematon, Sovernance 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 Diva 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,





Center for International Trade Expositions and Missions (CITEM) Golden Shell Pavilion, Roxas Blvd. cor. Sen. Gil J. Puyat Ave. Pasay City 1300, Philippines Telephone: (+632) 831.2201 / 832.3956 Fax: (+632) 834.0177 / 832.3965



