



Beyond Filipino Creativity...

Center for International Trade Expositions and Missions

2013 Annual Report



... comes a Distinct Global Identity.

Advocating Philippine Craftsmanship

Developing Exceptional Products for the Industry

Nurturing, Protecting and Evolving "The Art of the Craftsman"

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Through its 30 years of existence, the Center for International Trade Expositions and Missions (CITEM) has become synonymous with design and style. It has pioneered several industry programs for export design and development, such as the “Best in the World” program and “Movement 8,” leading to the global recognition of the Philippines as “The Italy of Asia.”



Celebrating
30 Years
of Philippine
Design and
Craftsmanship



Revitalizing Philippine Exports

The Philippine economy continues to be one of the fastest growing economies in Asia and is showing no signs of slowing down.

In 2013, the Philippine economy grew by 7.2%, up from 6.8% growth in the prior year, despite the devastation wrought by super typhoon Yolanda. This improvement in the economy is also backed by respected authorities – Moody's, Standard and Poor's, and Fitch Ratings which have raised the country to investment grade status, making the Philippines more enticing to foreign investors.

The growth momentum is fuelled by many factors including the growth in merchandise export performance. Merchandise exports posted a 3.6% growth in 2013 backed by impressive 9.5% growth of the non-electronics sector. Exports of processed food and beverage grew by 32.2% in 2013, while woodcraft exports and furniture and fixtures grew by 41.9% and 34.9%, respectively. Indeed, this signifies the increase in demand of foreign buyers for Filipino flavor and design.

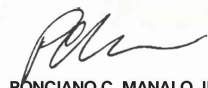
The Center for International Trade Expositions and Missions (CITEM), as the promotions arm of the Philippine government, has played a pivotal role in the development of exports. Its signature events – Manila FAME and International Food Exhibition (IFEX) Philippines, together with various international trade fairs it has participated in such as MAISON&OBJET in Paris, Hotel Show and Gulfood in Dubai, Anuga in Cologne, and Foodex in Tokyo – have provided vast opportunities for our local manufacturers in tapping the global market.

Now on its 60th edition, Manila FAME continues to be a successful trade platform for hundreds of small and medium enterprises (SMEs) boasting of Filipino design and ingenuity. Through Manila FAME, local products are showcased to the global community, bringing some to the mainstream market. Importantly, the repositioning of IFEX has made the Philippines the biggest sourcing destination for ethnic food and ingredients in Asia. With the country's buoyant food industry coupled with its strategic location in ASIA, IFEX Philippines plays a key role in making the Philippines the food-sourcing gateway to ASEAN.

As we aim for 10% increase in export sales in 2014, we remain relentless in our pursuit to expand the presence of Philippine products worldwide.

I hope you share our optimism that in the year 2014, we are in for more opportunities and exciting times, not only for Philippine food and craftsmanship but for the economy in general. We believe this to be true as the country has achieved so much amid the challenges that we encountered last year.

Maraming salamat at mabuhay tayong lahat!



PONCIANO C. MANALO JR.

DTI Undersecretary
Trade and Investment Promotions Group

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CITEM in 2013

The year 2013 was one of great inspiration and momentum.

As the Center for International Trade Expositions and Missions (CITEM) entered its 30th year, it continued its enviable record and enduring tradition as a purveyor of design and craftsmanship.

CITEM embraced BRANDING which defined everything it implemented and executed in 2013 in its three priority product sectors: Home, Fashion, and Food. CITEM established its name as the proud owner and organizer of event brands: Manila FAME, IFEX Philippines, and Design Week Philippines and of the venue brand HallONE, Design for Exports.

CITEM's industry brands: DESIGN Philippines, FASHION Philippines, and FOOD Philippines resonated in the international market as CITEM forged ahead with a strong presentation of these brands in key overseas trade fairs.

Stakeholder engagement became our call to action. At no other time has CITEM become more engaged in ensuring the satisfaction of our key clients through a host of customer-driven services and incentives.

Our Merchandise Specialist Program is becoming more and more inspired with big ideas from our creative team led by Josie Natori, Budji Layug, and Kenneth Cobonpue.

Still, challenges remain, as we continuously challenge the processes and procedures which substantially slow down our delivery of quality services to our stakeholders. We continue to push for industry unity while we persevere to rebuild and strengthen fractious external relationships.

Creating the next level in everything that we do at CITEM is a constant battle for balance in creativity and process. In the midst of it all, CITEM emerges stronger with more than the usual resourcefulness and imagination.

We remain committed to unique design and unending creativity.



ROSVI C. GAETOS
CITEM Executive Director



“Creating the next level in everything that we do at CITEM is a constant battle for balance in creativity and process. In the midst of it all, CITEM emerges stronger with more than the usual resourcefulness and imagination.”

Center for International Trade Expositions and Missions

CITEM provides a global platform for Philippine SMEs to promote their products in the world market through its proudly owned and organized signature events and programs.

Mandate

Executive Order No. 133 (February 27, 1987), as amended by EO 242 (July 24, 1987), reorganized the Ministry of Trade and Industry, and renamed it the Department of Trade and Industry.

It is mandated to market and promote the Philippines as a reliable source of QUALITY export products and services in the GLOBAL market through TRADE FAIRS & MISSIONS and other EXPORT PROMOTIONS PROGRAMS.

Vision

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

Mission

CITEM is committed to develop and nurture globally competitive Philippine SMEs, exporters, designers, and manufacturers by implementing an integrated approach to export marketing, in partnership with other organizations, which include the following:

- Trade exhibitions and missions;
- Export coaching programs;
- Merchandise development;
- Design for Export initiatives;
- Brand building; and
- Other export promotion activities

SIGNATURE EVENTS:

Manila FAME: The Design and Lifestyle Event

Show Details:

2x/year; March and October

Pasay City, Philippines

Product Category: Home and Fashion

MANILA FAME is the only design and lifestyle event that caters to a wide variety of design-driven and exceptionally handcrafted products from furniture and home decorations to fashion and holiday and gifts.

Manila FAME is synonymous with quality design. Since 1983, it has nurtured thousands of Philippine manufacturers and continues to provide them with a venue to promote their latest creations to the global market. It is the only event in the Philippines approved by the *Union des Foires Internationales* (UFI), the Global Association of the Exhibition Industry.

The International Food Exhibition (IFEX) Philippines

Show Details

Biennial: Every May

Metro Manila, Philippines

Product Category: Food

IFEX (International Food Exhibition) Philippines – is the biggest and most respected export-oriented food show in the Philippines. This biennial event is a showcase of Asia's ethnic and specialty food; tropical fruits and vegetables; fresh seafood; Halal-certified commodities; and natural, organic, and functional food products.

SIGNATURE EVENTS



VENUE BRAND



INSTITUTIONAL PROGRAMS:

Design Week Philippines is a celebration of DESIGN through programs that foster creativity among Filipinos, as well as through events scheduled around the Manila FAME to strengthen the country's positioning as "Asia's Design Destination."

HallONE Design for Exports is a design showcase of the best Philippine export products, a sourcing facility for local and foreign buyers and a venue for industry meetings and events. It offers services such as business matching, appointment scheduling, factory visits, inquiry referrals, controlled retail selling, design seminars, and workshops.

INDUSTRY BRANDS:

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.

FOOD Philippines

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

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 materials into veritable works of art.

Milestones

<ul style="list-style-type: none"> • Furniture Today USA recognized the Philippines as the "Italy of Asia" 	<ul style="list-style-type: none"> • World Expo '86 in Vancouver, Canada 			<ul style="list-style-type: none"> • Merchandise Design Consultancy Program with Budji Layug as the first Filipino designer 	<ul style="list-style-type: none"> • 1st Asian Ethnic Food Fest
1984	1986	1988	1990	1994	1999
1983	1985	1987	1989	1991	1996
<ul style="list-style-type: none"> • CITEM created to strengthen the country's export promotions program by virtue of Executive Order 989 • "Best in the World Program" with 10 of the world's top designers working with local manufacturers to transform the seven non-traditional export priority sectors • Manila Furnishings & Apparel Manufacturers Exchange (FAME) organized as the global platform for SMEs: Apparel Market Week (April) and the Gifts and Houseware Market Week (October) 	<ul style="list-style-type: none"> • "Exports for Housewives Seminars" to create a new corps of exporters • Top Lines in Motion: A Traveling Exhibit of Philippine Fashion Apparel & Accessories in Australia, Europe, Japan, and the US • Roving exhibition for interior design in key Asian markets: Hong Kong, Malaysia, Singapore, and Brunei • Katha Awards of Design Center Philippines and the Golden Shell Awards of Philippine International Trading Corporation turned over to CITEM 	<ul style="list-style-type: none"> • Regional Display Hall at the International Trade Center 	<ul style="list-style-type: none"> • In-store promotion 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) 	<ul style="list-style-type: none"> • 5th Asian Trade Promotion Forum in Manila with 15 countries in attendance 	<ul style="list-style-type: none"> • 6th Asia Pacific International Trade Fair of UN-ESCAP, with 26 countries in attendance • Most Outstanding Government Service Award for organizing the Asia Pacific International Trade Fair (ASPAT '96)
2001	2002	2006	2010	2012	
2000	2004	2005	2009	2011	
<ul style="list-style-type: none"> • MAISON&OBJET in Paris, France • World Expo 2000 in Hannover, Germany • Movement 8 at Valencia International Furniture Fair 	<ul style="list-style-type: none"> • 1st International Food Exhibition (IFEX) Philippines 	<ul style="list-style-type: none"> • National Trade Fair organized in support of SME development • Creative Industries Forum held to mobilize the leaders and stakeholders of the creative economy 	<ul style="list-style-type: none"> • Manila FAME's 50th Edition embraced new creative sectors 	<ul style="list-style-type: none"> • 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 • Merchandise Specialist Program at the Manila FAME to refocus product and merchandise development towards commercialism and profitability • Red Box Program launched and featured EPOCH, a group of young designers • Mindanao, BIMP-EAGA, and ARMM featured at IFEX Philippines • Proclamation No. 277 signed by President Benigno S. Aquino III declaring every March and October as Design Week Philippines • Katha Awards under the Design Week Philippines • IFEX Philippines as Asia's Ethnic Food and Ingredients Show repositioned in 2013 as a biennial trade show 	
<ul style="list-style-type: none"> • 1st E-Services Philippines launched as a trade platform to propel the ICT and BPO industries 	<ul style="list-style-type: none"> • Movement 8 featured in New York International Contemporary Furniture Fair; received the Editors Award for Craftsmanship 	<ul style="list-style-type: none"> • Movement 8 at Salone Internazionale del Mobile in Milan, Italy 	<ul style="list-style-type: none"> • TRANSFORMATIONS: Nature and Beyond at the International Contemporary Furniture Fair in New York 	<ul style="list-style-type: none"> • Supported the Philippine participation in the World Expo Shanghai 2010 	<ul style="list-style-type: none"> • Export Coaching Program for SMEs launched • Local and international design icons Josie Natori, Budji Layug, and Kenneth Cobonpue named as Manila FAME's creative team • Branding initiative for DTI and CITEM created to parallel the destination brand of the Department of Tourism, "It's More Fun in the Philippines" • HallONE: Design for Exports at the International Trade Center as a permanent facility and sourcing venue for local and foreign buyers • France's two luxury lifestyle publications, <i>Cote Sud</i> and <i>Elle Decoration</i> featured Manila FAME and its design Team

2013 Financial Highlights

	FY 2010	FY 2011	FY 2012	FY 2013
Current Asset	122.662	74.979	179.143	183.486
Non-Current Asset	386.796	400.726	307.010	311.216
Liabilities	71.722	75.570	78.405	85.511
Equity	437.736	400.135	407.748	409.191

CITEM over the years

	2010	2011	2012	2013
Companies Assisted	1,338	1300	743	1526
Trade Inquiries	11,134	10,420	14,792	18,411
Potential Export Sales (in million US\$)	183.18	202.90	184.75	890.80

Beyond Targets Highlights of 2013 Accomplishments:

105% Accomplishment for export-companies assisted (1,526 companies)

126% Accomplishment for generating potential trade partners around the world (18,411 Trade inquiries)

305% Accomplishment for initial potential export orders (US\$890.80million)

Total of 102,065 jobs supported, as declared by CITEM's client-exporters

CITEM
Financial Performance Indicators
Year 2013
(in Million Pesos)

		2013	2012	2011
		Audited FS <i>(As restated)</i>	Audited FS	Audited FS
Current Ratio	=	<u>P181.569M</u>	<u>P179.143M</u>	<u>P 74.979M</u>
		P 72.475M	P 78.405M	P 75.571M
		2.51	2.28	0.99
Net Working Capital	=	<u>P181.569M</u>	<u>P179.143M</u>	<u>P 74.979M</u>
		72.475	78.405	75.571
		P109.094M	P100.738M	(P0.592M)
Debt Ratio	=	<u>P 86.498M</u>	<u>P 78.405M</u>	<u>P 75.571M</u>
		P494.524M	P486.153M	P475.705M
		17%	16%	16%
Subsidy Ratio	=	<u>P 188.118M</u>	<u>P 179.510M</u>	<u>P 79.686M</u>
		P232.185M	P205.555M	P154.369M
		81%	87%	52%

Sustain What Works

Consistent Brand Management

Manila FAME

With the Philippines being tagged as “the brightest economic star in Asia” for 2013, Manila FAME became the creative epicenter in the region by gathering emerging and established talents from various creative fields and putting further focus on the Design Philippines brand.

Accomplishments:

OVERALL

US\$35.20M potential export orders
555 companies assisted
1,997 foreign buyers
7,967 local buyers
55,410 jobs supported (as declared by Manila FAME exhibitors)

COMPARATIVE

March and October 2013

	March 2013	October 2013
Number of Exhibitors	289	266
Number of Trade Buyers	5,721	4,243
Foreign	998	999
Local	4,723	3,244
Potential Export		
Orders (in million US\$)	18.44	16.76





14-17 March Edition SMX Convention Center

In the March 2013 show edition of Manila FAME, the spotlight was on "The Millennial Home." Under the creative direction of Budji Layug and Kenneth Cobonpue, a group of nine designers collaborated with nine world-class manufacturers who worked together to provide a special presentation of products that are developed to appeal to the Millennials, the new emerging generation of consumers.



EVENT HIGHLIGHTS:

Cafe ELLE Deco + DEDON

A special feature of Manila FAME with Elle Decoration Philippines and the world's leading manufacturer of outdoor furniture DEDON. Reinforced with DEDON's collaboration, this show feature further promoted Manila FAME's design positioning and dedication in celebrating Philippine creativity and craftsmanship.

Craftspots

Highlighted in this edition was the use of bamboo as a sustainable and versatile raw material for contemporary Philippine products. The cultural narrative of the Philippine handicrafts industry was told in live demonstrations by masters of traditional crafts such as the *singkaban* (bamboo shaving from Bulacan), bamboo basket weaving from Palawan, and bamboo carving from Benguet.

Creative Hotspots

Manila FAME sets the stage for the next generation of creative entrepreneurs via special installations by some of Manila's notable creative communities such as The Collective, RONAC Art Center, IOA Alabama, and Van Gogh is Bipolar.

KATHA Awards

A special distinction presented to exporters and designers whose products embody exceptional quality and high-caliber design in furniture, homeware and furnishings, holiday décor and gifts, and fashion.

Manila Wear

Josie Natori, a renowned international designer and CEO of the Natori Company, brought together 27 of the country's fashion icons and rising star designers to showcase fashion wearables and accessories that reflect artisanal crafts and contemporary sensibilities.

Red Box

Local designers on the rise banded together in a design development program aimed at harnessing Filipino creativity with the use of sustainable raw materials to produce design-forward products for the world.

The OTOP Marketplace (One-Town, One-Product)

The One-Town, One-Product Marketplace continued to bring the rising stars of the regions' best products from all over the country. It is a priority project of DTL, in partnership with other agencies: Product Development and Design Center of the Philippines (PDDCP), Regional Operations Development Group (RODG), Bureau of Domestic Trade (BDT), and CITEM. The OTOP Marketplace featured the use of indigenous raw materials available in the country and transformed them to products that highlighted the natural talent and capability of the country's local craftsmen.

17-20 October Edition SMX Convention Center

In the October 2013 show edition of Manila FAME, the focus was on discovering new talents and new companies that embody Design Philippines and share CITEM's passion for expanding creative expressions and propositions to bring in fresh concepts for today's contemporary lifestyle.



EVENT HIGHLIGHTS:

Craftspots

A visual narration of Filipino artisans transforming the sustainable and versatile *abaca* fiber through live demonstrations of traditional techniques, such as *abaca* bag and paper making.

KATHA Awards

A special distinction presented to exporters and designers whose products embody exceptional quality and high-caliber design in furniture, homeware and furnishings, holiday décor and gifts, and fashion.

Manila Wear

The Philippines' top fashion and accessory designers redirected their creative energies towards the development of new and refreshing designs of apparel and accessories using indigenous and other materials to create works of art and craftsmanship that can only be Filipino.

Portraits of a Global Design

A business platform for global design and craftsmanship.

Dexign Global Philippines brought the ASEAN and the world to Manila FAME as it gathered international exhibitors and designers of home and fashion, highlighting the ASEAN countries and their individual brand of design and artisanship. Combining business and design, it served as a venue for creative exchange and trade promotion.

Red Box

Local designers on the rise banded together in a design development program aimed at harnessing Filipino creativity with the use of sustainable raw materials to produce design-forward products for the world.

Top Brands In Motion

In this edition of Manila FAME, homegrown retail brands in apparel and footwear presented their unique brand concepts, offering buyers a viable source of trendy and high-quality, ready-to-wear merchandise.



Design Week Philippines

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

Design Talks

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

March Speakers:

- Arch. Augusto Villalon - "The Impact of Cultural Heritage on Design"
- Arch. Miguel Angelo Mañosa - "Indigenous Filipino Architecture in the Modern Setting"
- Arch. Amado de Jesus, Jr. - "Green Architecture for Sustainable Cities"

October Speakers:

- Dr. Nicanor Tiongson - "Philippine Culture and Design"
- Nikki Rowntree - "Things that are Overlooked When Marketing a Brand"
- Colin McDowell - "Insights on Fashion and Bad Taste"
- Anon Pairot - "When Design Meets Life"
- Arik Levy
- Eleri Abillar of Vapor Studio Asia - "Philippine Design"
- Olé Rauberg of DEDON - "Business + Design"
- Kenneth Cobonpue

Pop-up Market

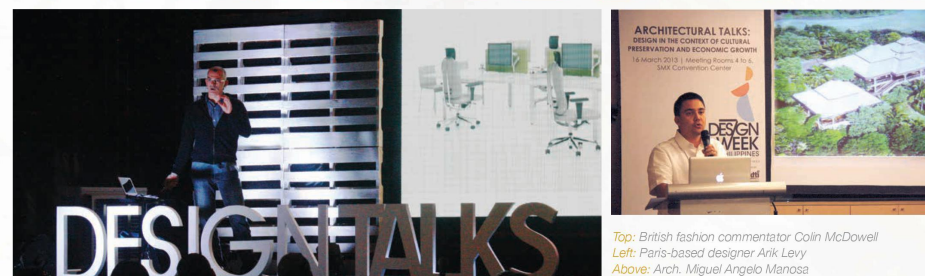
Millennial entrepreneurs showcased their own concept of a design marketplace for consumers that include food with select gourmet offerings.

Participants:

- Craft MNL
- GTMACCON
- Alterchitecture (ALTER)
- PIPINO Vegetarian
- Cucina Andare
- The Curator
- Yardstick Coffee

Design Tours

Around 100 design ideas were explored in the Metro through the eyes of a design guide, in collaboration with the Wander Team.



Top: British fashion commentator Colin McDowell

Left: Paris-based designer Arik Levy

Above: Arch. Miguel Angelo Mañosa

KATHA Awards

A hallmark of Philippine design excellence through the recognition of product design and innovation.

KATHA AWARDEES:

March 2013

1. Best Product Design for Fashion

Product: Virginia Clutch Bag
Company: Imperial Nova Corp.
Designer: Ann Ong



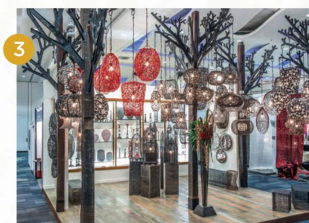
2. Best Product Design for Houseware

Product: Carpet in Tree Bark Design
Company: Tadeco, Inc.
Designer: Maricris Florendo Brias



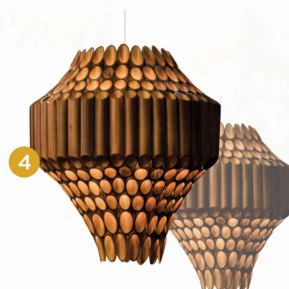
3. Best Booth Display

Company: MCCA Industrial Corporation



4. Eco-Design Award

Product: Takesu Hanging Lamp
Company: That One Piece Enterprise
Designer: Wataru Sakuma



October 2013

1. Best Product Design for Fashion

Product: Buko Twigs Clutchbag
Company: Imperial Nova Corp.
Designer: Ann Ong



2. Best Product Design in Home Decor

Product: Lambat Curtain
Company: Tadeco, Inc.
Designer: Maricris Florendo Brias



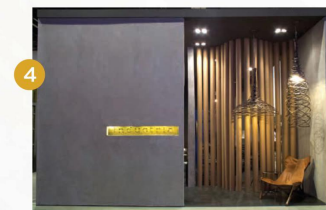
3. Best Product Design in Holiday Decor

Product: Newspaper Pompoms
Company: Paper Capers
Designer: Arlene Gaddi-Maceda



4. Best Booth Display

Company: Industria Home



5. Eco-Design Award

Product: Paper Wall Decor
Company: Far East Manufacturing Corporation



Beyond craftsmanship
comes a value of
Excellence.



The craftsman's hands work materials to make it their own.

Men and women working with fiber, shells, wood, dyes, bending their backs over looms, chipping away with their hands to reveal the design etched in their minds.

This handiwork creates a connection that moves people. Visual and tactile impressions that pique curiosity, leading to a desire to connect. Even own.

This spirit of craftsmanship is brought into the creation of Filipino products for the global market.

Philippine design traditions, techniques and materials being hewn to create new expressions, innovate with products that are made the Philippine way - the craftsman's way.

With soul.

Show Expansion and Innovation

What's NEW:

Design Global Philippines

Manila FAME opens its doors to international exhibitors. With CITEM's desire to grow the show, Design Global Philippines was launched in the October 2013 show edition of Manila FAME 2013.

Design Global Philippines gathered together global designers of home and fashion, highlighting the ASEAN countries and their individual brand of design and artisanship as it combines business and design, and served as a venue for creative exchange and trade promotion.



DESIGN GLOBAL OPENING CEREMONY at the Manila FAME. Gracing the opening ceremony are (from left) Bureau of Export Trade Promotion (BETP) Director Senen Perada, DTI Senior Trade Representative Glenn Penaranda, DTI Asst. Secretary Josephine Romero, Philippine Ambassador in Laos Her Excellency Lumen Isleta, Anon Pairot, ASEAN Japan Center Secretary General Yoshikuni Ohnishi, CITEM Executive Director Rosvi C. Gaetos, Laos Ambassador to the Philippines Her Excellency Malayvieng Sakthornninhom, Asst. Secretary Felicitas Agoncillo-Reyes, and Mr. Song Jeongman of the Korean Institute of Design Promotion (KIDP) Global Cooperation Team.

design
global
philippines

Portraits of Global Design

Current. Storied. Exemplary.

Featuring the dynamic creations of international designers in the home and fashion industries.



IFEX Philippines

The 9th International Food Exhibition (IFEX) Philippines: A Showcase of Asia's Ethnic Food and Beverage was launched as a fully international trade event of unique Asian flavors under one roof: flavors from the Philippines, China, India, Japan, Korea, Sabah, Singapore, Brunei, Indonesia, Vietnam, Taiwan, and Turkey. A venue of opportunities to connect with the region's food leaders and tap emerging markets that could produce the food trends of the future.

IFEX Philippines Accomplishment

465 foreign buyers

*54% more than 2011

684 exhibitors

*111 foreign exhibitors

US\$631.9M potential export orders

*2,752% increase over 2011

46,655 jobs supported

*as declared by the exhibitors



SHOW FEATURES:

The Best of Food Philippines

IFEX Philippines put the spotlight on Food Philippines, the brand for Philippine food export products highlighting the unique textures and flavors of the country's food offerings in special exhibits:

Grocer's Exchange

An innovative feature of the show that gathered 30 of the Philippines' elite food exporters in one-on-one meetings with Asia's top retail chain operators

Partner Province & City Program

A developmental initiative for SMEs from Negros Occidental and Pasig City, respectively, that provided opportunities to grow their businesses and export their product lines.

Philippine Department of Agriculture (DA) Pavilion

A venue that featured the freshest marine products, agricultural produce, and organic food through its Agri-Aqua Show and Natural Food and Health Products Festival.



Top: Natural Products Pavilion within the Department of Agriculture Hall



Right: Department of Agriculture Hall special setting



Above: Grocer's Exchange (G-mart)

Left: Negros Occidental Partner Province Pavilion

International Hall

IFEX Philippines goes international with the global flavors of Brunei Darussalam, Cambodia, Laos, Myanmar, Vietnam, Indonesia, Korea, Malaysia-Sabah, Singapore, Taiwan, a joint pavilion for BIMP-EAGA, with the special participation of the United States

Department of Agriculture (USDA) in a pavilion of 20 companies offering agricultural products and services, and seeking partnerships with Asian suppliers and buyers.



Above: IFEX Philippines International Hall
Right: USA Pavilion



Retail Hall

The finest food products from local and foreign companies were featured with the following product themes:

- Power Fruits Asia
- Seafood Asia
- Halal Food Asia
- Green Asia

EVENT HIGHLIGHTS:

Chefs-at-Work

Cooking demonstrations, a culinary competition, and the IFEX Philippines Barista Showdown headlined the activities at the Chefs-at-Work corner.

Culinary Craftspots

In collaboration with the National Council for Culture and Arts (NCCA), the exhibition venue came alive with on-the-spot demonstrations by food artisans making traditional delicacies like Ilocos *empanada* and *suman*, and creating colorful *pastillas* wrappers.

Food Industry Seminars

IFEX Philippines offered onsite seminars where industry players can keep abreast of the latest market developments and innovations in the food industry.

Clockwise, from top left: Culinary Craftspot Bicol pili nut cracking; IFEX Philippines opening ceremony; food demonstration at Chefs-at-Work; Culinary Craftspot Ilocos empanada making; DTI Secretary Gregory L. Domingo and CITEM Executive Director Rosvi C. Gaetos at IFEX Philippines.

Design Initiatives

The Program: Design for Exports

A multi-tiered and multi-faceted assistance program providing Philippine exporters, manufacturers, and designers with a full range of design and product development services.

A unique collaboration between home-grown, internationally trained designers and local exporters in the area of product development and innovation, encouraging companies to create a stronger Philippine brand in the global market.

The program includes:

- Export coaching
- Merchandise specialist program
- Local-international design collaboration
- Young designer development – RED BOX

A new corps of young designers and artists worked hand in hand with local manufacturers in bringing Philippine design to the next level.

THE CREATIVE TEAM



THE DESIGNERS IN FOCUS



The Venue: HALLone: Design for Exports

The Philippines' brand for a facility for design-centric and design-forward exhibitions, events and sourcing venue.

Exhibitions

- Home
- Manila Wear

Events

- MAISON&OBJET Asia Launch
- Sourcing Events
- Pier 1
- Pottery Barn
- Samsung Lebeige Cheil Industries and Asean Korea Design Sourcing Show

Inbound Missions

- US-RP Society headed by PH Ambassador to New York
- Chinese Council for the Promotion of International Trade (CCPIT)
- Manitoba, Canada Delegates

Visits

- Mission Organizer from Virginia, USA – Travel Outlet CEO Roy Estares
- Australian Gift and Homewares Association VP David Leek

Academic Tours

- Bicol University
- Polytechnic University of the Philippines
- Philippine School of Interior Design
- Ateneo de Naga University
- UP Manila

Design Talks

- Arkitektura.Pnoy featuring Buensalido Architects and Philippine Green Building Council



Snapshot of 2013 (Accomplishments)

1,410 visitor traffic
114 buyer referrals/inquiries
31 events
Php225,795.62 revenues

The Commitment: Design Philippines

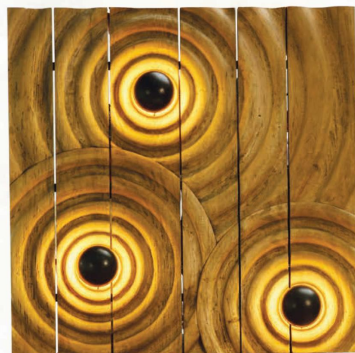
Design Philippines is a branding initiative that positions the Philippines as a sourcing destination for finely crafted products for the world market. It is a design movement that nurtures and celebrates the creativity and originality of a globally competitive and passionate community of Filipino designers and craftsmen.

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

Design for Exports: HOME

Design Philippines is a select group of designers and manufacturers who exemplify the Philippine brand of design and craftsmanship to the world.

To explore new design boundaries, Design Philippines has gone through extensive product development training from acclaimed designer Budji Layug and marketing and business coaching from design icon Kenneth Cobonpue. The result is design tradition transformed, craftsmanship recreated, and indigenous materials made innovative.



What's New: NeoTextiles

Design for Exports - FASHION

The Material Development Program of the Garments and Textile Industry Development Office (GTIDO), in collaboration with CITEM, is a textile developmental initiative that seeks to develop and promote commercially viable and globally competitive fabrics and fabric-based products (for home and fashion), made by local weaving communities using sustainable natural fibers.

What's New: DEFood

Design for Exports: FOOD

In response to the international market's growing preference for specialty food – a lucrative global industry that is making waves in supermarkets, gourmet food stores, and natural food retailers – CITEM launched the DEFood Program.

Under this program, the country's food products are enhanced to make them more globally competitive through new packaging, compliance with mandatory labeling requirements, and alignment to food safety certifications and standards, among others.

NeoTextiles, an initiative under the Material Development Program, showcased contemporary textiles – fabrics that are ethnic-inspired yet versatile, artisanal yet progressive, world-class yet distinctly Filipino.

NeoTextiles was launched as a feature of the October 2013 show edition of Manila FAME. Curated by Olivia d'Aboville, it offered a glimpse of the Filipino weaving artisan's intricate craftwork and artistry – with each fabric having a story to tell.



Calibrated Global Promotions

Go Where the Buyers Are

Overseas Participation

HOME

- Euroluce
- HK Houseware Fair
- MAISON&OBJET
- The Hotel Show

Total Potential Export Orders	US\$12.64M
Companies Assisted	46
Buyer Inquiries	2,887



Design Philippines Pavilion at Euroluce in Milan, Italy.



VIPs at the Anuga 2013 in Cologne, Germany.

FOOD

- Gulfood
- Foodex Japan
- Anuga
- Seafex

Total Potential Export Orders	US\$188.45M
Companies Assisted	91
Buyer Inquiries	2,868



Fashion Philippines Pavilion at Fashion Access in Hong Kong.

FASHION

- International Fashion Showcase
- Fashion Access

Total Potential Export Orders	US\$1.07M
Companies Assisted	24
Buyer Inquiries	800

International Commitment/Partnership

• TOKYO GAME SHOW

It was a first for the Philippines to participate in the Tokyo Game Show held at the Makuhari Messe Convention Center.

Tokyo Game Show is an annual trade show for video game developers. It is considered to be one of the world's biggest game shows wherein participating companies launch their new products, innovations and technology.

Through CITEM's partnership with the ASEAN-Japan Centre (AJC), three local animation companies represented the Philippines in Tokyo and showcased the country's talent and creativity in the field of gaming and animation.

Total Potential Export Orders	US\$360,000
Companies Assisted	3

• CHINA-ASEAN EXPO

The year 2013 was an important year in Asian trade relations as it marked the 10th year anniversary of two of the most important platforms between China and the ASEAN, the China-ASEAN Free Trade Agreement and the China-ASEAN Expo (CAEXPO).

Last September, the Philippines was the featured Country of Honor, together with the Province of Isabela as the City of Charm.

Total Potential Export Orders	US\$3.2M
Companies Assisted	48

• CITEM-DITP MOU: ASEAN AGREEMENT ON TRADE PROMOTION AND COOPERATION

To facilitate and enhance trade and investment cooperation in furthering the realization of the ASEAN Economic Community (AEC) by 2015, DTI-CITEM and Thailand's Department of International Trade Promotion (DITP) signed a Memorandum of Understanding (MOU) in Bangkok, Thailand on 25 September 2013.

Aimed at providing a framework of cooperation and achieving the mutual benefits of regional economic integration through the AEC, the MOU was signed by CITEM Executive Director Rosvi C. Gaetos and DITP Director-General Srirat Rastapana and witnessed by Thailand's Prime Minister H.E. Yingluck Shinawatra.

The MOU signing ceremony was timed with the Prime Minister's Business Enterprise Awards Ceremony organized by the DITP, in line with its export promotions strategy.

Representatives from five other ASEAN countries, namely, Cambodia, Indonesia, Laos, Thailand, and Singapore, attended the event and likewise signed bilateral MOU's with DITP.



Philippine Pavilion at the China-ASEAN Expo in Nanning, China.



CITEM IN 2014: Surpassing Achievements

Value Creation

CITEM will continue to create programs that will equip and enhance the capability and competitiveness of its stakeholders.

Design Innovation

Following the successful strategy of launching a new movement in design, CITEM will continually engage the minds and wisdom of its Creative Team to seek the next level in product and design development.

Global Branding

CITEM will carry the country brands: Design Philippines, Food Philippines and Fashion Philippines in all CITEM-organized overseas trade fairs to raise the image of the country as source of products and services that speak only of quality, value and reliability.

New Business

CITEM will explore new and emerging markets through market scoping and trade fair participation, as well as identify new revenue streams for the organization.



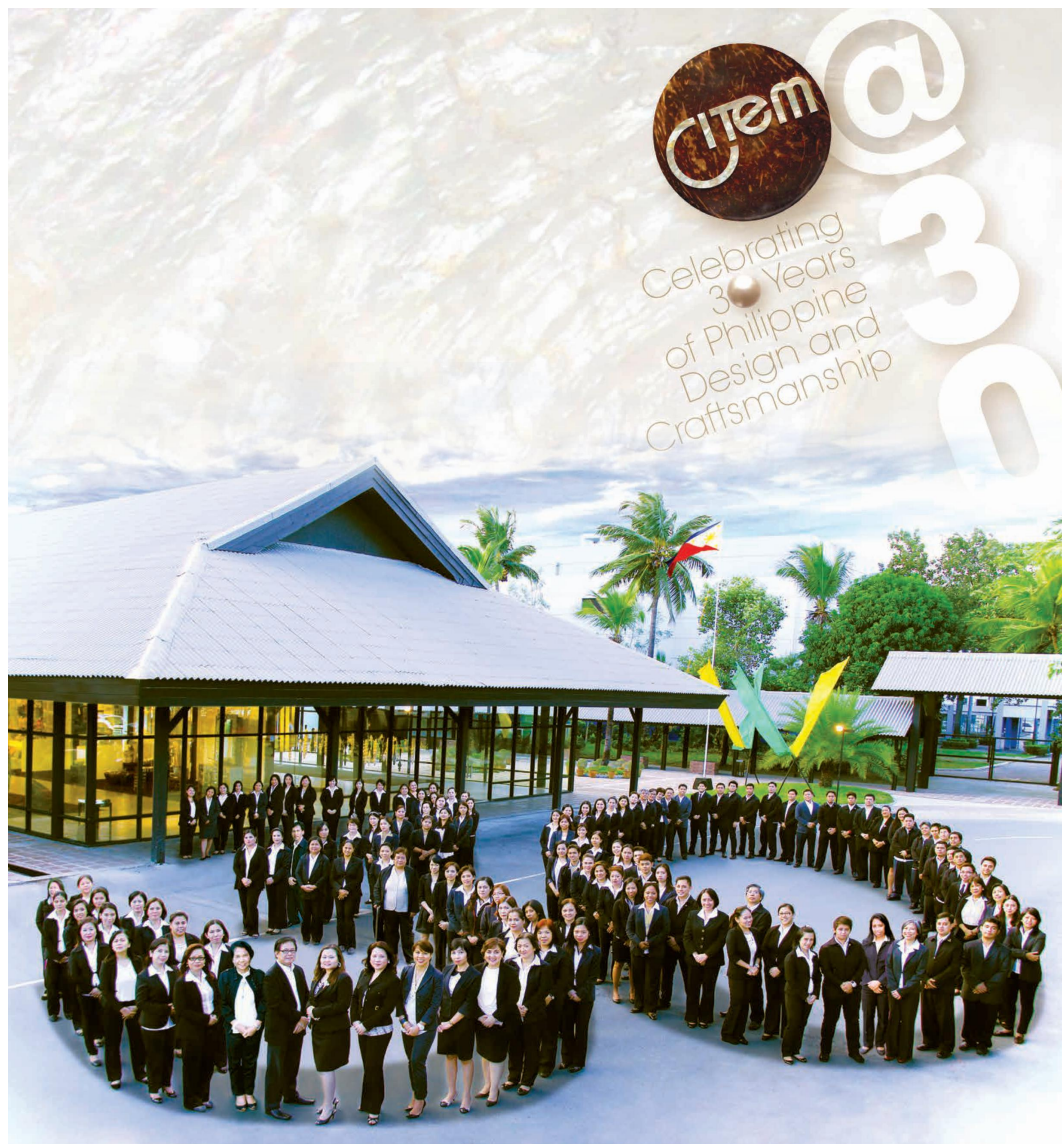
Seated (L-R)
Deputy Executive Director Maria Rita O. Matute, Executive Director Rosvi C. Gaetos, Deputy Executive Director Ma. Lourdes D. Mediran

Standing (L-R)
Corporate Services Department OIC-DM Aurelia O. Cruz, Operations Group II OIC-DM Romieah P. Ocampo, Project Director Arturo Cruz Dimasano



Seated (L-R) Special Projects Division Chief Rowena D. Mendoza, Deputy Executive Director Maria Rita O. Matute, Deputy Executive Director Ma. Lourdes D. Mediran, Executive Director Rosvi C. Gaetos, Corporate Services Department OIC-DM Aurelia O. Cruz, Operations Group II OIC-DM Romleah P. Ocampo, Legal Officer Atty. Anna Grace I. Marpur

Standing (L-R) Front Row: Operations Group II OIC Marlon Galang, Human Resource Management Division OIC Florence Pearl Buensalido, Corporate Planning Division Chief Doris U. Gacho, Finance Division OIC Wilma Dulay, Project Director Arturo Cruz Dimaano, Management Information Services Division OIC Elvie Borje, Back Row: Creative Services Division OIC Mark Dresden L. Umayan, Media Services Division Chief Minda del Rio, Exhibition Design Division OIC Emmanuel Benigla, Finance Division OIC Malerna Buyao, Administrative Services Division Chief Jaime Antonio Sandoval



>> Directory of Key Officials

Board of Governors

Hon. Gregory L. Domingo
Secretary
Department of Trade and Industry
Chairman of the Board

Hon. Amando M. Tetangco Jr.
Governor and Chairman of the
Monetary Board
Bangko Sentral ng Pilipinas

Hon. Orian A. Calayag
Administrator
National Food Authority

Hon. Gilda E. Pico
President and Chief Executive Officer
Landbank of the Philippines

Hon. Robert G. Vergara
President and General Manager
Government Service Insurance System

Hon. Rosvi C. Gaetos
Member
Center for International Trade Expositions
and Missions

Executive Committee

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Supervising Head
Rosvi Gaetos

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"Little People" by Kenneth Cobonpue