



## PERFORMANCE AGREEMENT

This Performance Agreement has been executed pursuant to the PERFORMANCE EVALUATION SYSTEM FOR THE GOCC SECTOR (GCG MC No. 2013-02) between the –

GOVERNANCE COMMISSION FOR GOCCs (GCG)

- and -

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS  
(CITEM)

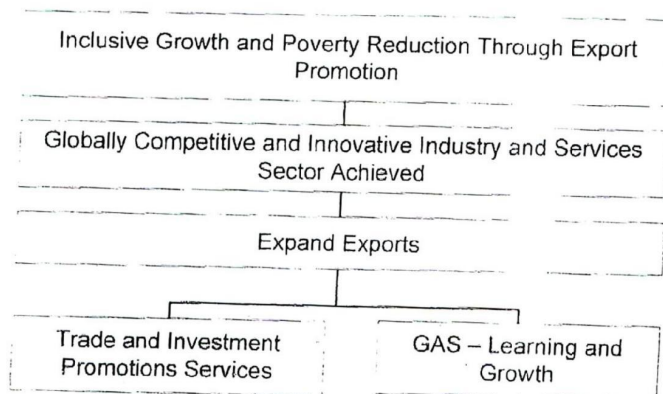
WITNESSETH: THAT –

The Parties agree to the following terms:

1. **Period.** – This Agreement shall be effective for a period of two (2) calendar years beginning from the execution of this Agreement and ending on 31 December 2014.
2. **Charter Statement and OPIF Logframe.** – CITEM's Charter Statement and OPIF Logframe for the Period specified in Section 1 hereof, shall be as follows:

**Mission:** 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.

**Vision:** By 2016, CITEM would have created a distinct "Philippines" brand that is widely accepted and recognized in the global export market signifying QUALITY, VALUE, and RELIABILITY.



3. **Measurement of Performance.** – Based on the Interim Performance Scorecard 2013-2014 attached hereto as **Annex A**, the CITEM's Performance for 2013-2014 shall be based on the following Measures/Performance Indicators and Annual Targets, to wit:

MFO	Performance Indicator	Weight		Baseline	Annual Targets	
		2013	2014	2012	2013	2014
MFO 1 – Trade and Investment Promotions Services	<b>Quantity 1a:</b> No. of promotional events organized overseas	0%	5%	No Baseline	0	1
	<b>Quantity 1b:</b> No. of promotional events organized in the Philippines	10%	5%	4	5	7
	<b>Financial 1a:</b> Cost Recovery Ratio for promotional events organized overseas	0%	5%		20%	25%
	<b>Financial 1b:</b> Cost Recovery Ratio for promotional events organized in the Philippines	10%	5%		46%	58%
	<b>Quality 1a:</b> No. of total foreign buyers attending Manila FAME, IFEX and overseas trade fairs participated in	10%	10%	9,429	9,900	10,400
	<b>Quality 1b:</b> No. of local exhibitors that joined promotional events organized by CITEM	10%	10%	743	1,225	1,090
	<b>Quality 1c:</b> No. of international exhibitors that joined promotional events organized by CITEM	10%	10%	No Baseline	161	161
	<b>Quality 1d:</b> Sales generated from the promotional event (in \$ Million)	10%	10%	184.75	220	236
	<b>Quality 1e:</b> % of exhibitors satisfied with services of CITEM as the organizer of the event	5%	5%	98%	98%	40%

MFO	Performance Indicator	Weight		Baseline	Annual Targets	
		2013	2014	2012	2013	2014
	<b>Quality 1f:</b> % of foreign and local buyers satisfied with services of CITEM as the organizer of the event	5%	5%	90%	90%	75%
	<b>Quantity 2:</b> No. of overseas promotional activities participated in	10%	10%	14	14	22
	<b>Quantity 3:</b> No. of companies availing of Design for Export Program (Home and Food)	10%	10%	55	147	241
<b>Subtotal of Weights:</b>		<b>90%</b>	<b>90%</b>			
<b>General Administrative Services – Learning and Growth</b>	Manualization of Core Processes	10%	10%	No Baseline	CITEM Cares Program, Enhanced Export Coaching Program, Standards for Trade Fair Participation, and Integrated Marketing Communications Plan	Customized Procurement Plan  Project Management Manual  CITEM Trade Portal
<b>Subtotal of Weights:</b>		<b>10%</b>	<b>10%</b>			

It is understood that the GOCC must achieve a weighted-average of at least 90% to be eligible to grant any Performance-Based Bonus.

4. **Strategic Initiatives.** – CITEM hereby commits to undertaking the following key programs and/or projects identified as having a significant impact on its Performance Scorecard (PES Form 2) attached hereto as **Annex B**, to wit:

- (a) Strategic Initiative 1 – Revenue Generating Activities for Financial Sustainability
- (b) Strategic Initiative 2 – HallONE “Design for Exports”
- (c) Strategic Initiative 3 – CITEM Cares Program
- (d) Strategic Initiative 4 – Promotional Blueprint 2014-2015
- (e) Strategic Initiative 5 – Enhanced Export Coaching Program
- (f) Strategic Initiative 6 – Development of Standards of Excellence for CITEM Organized Trade Fairs, for the Accreditation of Exporters, and CITEM as Fair Organizer
- (g) Strategic Initiative 7 – Comprehensive Specialized Training



- (h) Strategic Initiative 8 – Operationalization of Prioritized Information Systems
- (i) Strategic Initiative 9 – Full implementation of Integrated Marketing and Communications Plan

The Commitment herein includes obtaining all necessary approvals, if applicable, such as those for Major Development Projects under GCG MC No. 2013-03. CITEM shall include updates on the foregoing Strategic Initiatives in its submission of quarterly monitoring reports to the GCG.

5. **Quarterly Submission of Performance Monitoring.** – CITEM shall submit a quarterly monitoring report to the GCG within thirty (30) calendar days from the close of each quarter using the monitoring report attached hereto as *Annex C*.

6. **Good Governance Conditions.** – In addition to the covered portions of the Performance Scorecard, the GOCC must fully comply with the Good Governance Conditions enumerated under GCG MC No. 2013-02, namely:

6.1. *Conditions Common to National Government Agencies and GOCCs:*

- (a) Transparency Seal;
- (b) PhilGEPS Posting;
- (c) Cash Advance Liquidation;
- (d) Citizen's Charter or its equivalent; and
- (e) Compliance with the submission and review requirements covering Statement of Assets, Liabilities and Networth (SALN);

6.2. *Conditions Specific to GOCCs Covered by R.A. No. 10149:*

- (a) Satisfaction of all statutory liabilities, including the payment of all taxes due to the Government, and declaration and payment of all dividends to the State as of the end of the applicable calendar year, whenever applicable. Liabilities that are still under dispute and there has been no final and executory judgment/decision as of the date of the release of the PBB by the GOCC shall be excluded for the purpose of this provision.
- (b) Submission and execution of concrete and time bound action plans for addressing Notices of Disallowances and Audit Observation Memoranda from the Commission on Audit (COA), if any.
- (c) Adoption of a "Manual of Corporate Governance" pursuant to Section 42 of the **CODE OF CORPORATE GOVERNANCE FOR GOCCs (GCG MC No. 2012-07)** that is approved by GCG and uploaded on the GOCC's website.
- (d) Compliance with posting on the GOCC's website the information enumerated under Section 43 of GCG MC No. 2012-07.
- (e) Adoption of a **No GIFT POLICY** approved by the GCG and uploaded on the GOCC's website pursuant to Section 29 of GCG MC No. 2012-07.

7. CITEM hereby undertakes to have its Performance Scorecard rated by its customers and solicit feedback on how the same may be improved. CITEM

shall determine the most effective method for accomplishing the said purpose. Such information shall be reported to GCG together with the quarterly monitoring report. The rating shall not affect the performance indicators/measures in CITEM's Performance Scorecard, and shall be used solely as a reference by GCG and CITEM during Performance Agreement Negotiations/Renegotiations.

8. Nothing herein shall be construed as limiting the authority of GCG to initiate renegotiations and/or revoke Performance Agreements in accordance with existing laws, rules and regulations.

DONE, this 16<sup>th</sup> day of October 2013, in the City of Makati, Philippines.

**GOVERNANCE COMMISSION FOR  
GOVERNMENT-OWNED OR –  
CONTROLLED CORPORATIONS**

BY AUTHORITY OF THE COMMISSION:



**CESAR L. VILLANUEVA**  
*Chairman*



**MA. ANGELA E. IGNACIO**  
*Commissioner*



**RAINIER B. BUTALID**  
*Commissioner*

**CENTER FOR INTERNATIONAL  
TRADE EXPOSITIONS AND  
MISSIONS (CITEM)**

**GREGORY L. DOMINGO**  
*DTI Secretary and Chairperson*



**ROSARIO VIRGINIA C. GAETOS**  
*Executive Director*



**AMANDO M. TETANGCO, JR.**  
*BSP Governor and Ex Officio  
Member*

**ROBERTO G. VERGARA**  
*GSIS President/General Manager  
and Board Member*



**GILDA E. PICO**  
*LBP President and Board Member*



**ORLAN A. CALAYAG**  
*NFA Administrator and Board  
Member*

## Interim Performance Scorecard 2013-2014

## CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

Performance Measures					Baseline Data (if available)			Targets		
Description	Formula	Weight		Rating System <sup>a/</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
MFO 1: Trade and Investment Promotions Services										
Quantity 1a: No. of promotional events organized overseas	Absolute Number	0%	5%	(Actual-Target) x Weight		No Baseline	No Baseline	No Baseline	0	1
Quantity 1b: No. of promotional events organized in the Philippines	Absolute Number	10%	5%	(Actual-Target) x Weight		5	4	4	5	7
Financial 1a: Cost Recovery Ratio for promotional events organized overseas	Total income from the Overseas events over Total Project Cost	0%	5%	(Actual-Target) x Weight		20%	15%	9%	20%	25%



Performance Measures					Baseline Data (if available)			Targets		
Description	Formula	Weight		Rating System <sup>af</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
<b>Financial 1b:</b> Cost Recovery Ratio for promotional events organized in the Philippines	Total income from the Manila FAME and IFEX over Total Project Cost	10%	5%	(Actual-Target) x Weight		98%	55%	26%	46%	58%
<b>Quality 1a:</b> No. of total foreign buyers attending Manila FAME, IFEX and overseas trade fairs participated in	Absolute Number	10%	10%	(Actual-Target) x Weight		5,922	5,552	9,429	9,900	10,400
<b>Quality 1b:</b> No. of local exhibitors that joined promotional events organized by CITEM	Absolute Number	10%	10%	(Actual-Target) x Weight		1,359	1,300	743	1,225	1,090
<b>Quality 1c:</b> No. of international exhibitors that joined promotional events organized by CITEM	Absolute Number	10%	10%	(Actual-Target) x Weight		No Baseline	No Baseline	No Baseline	161	161

Performance Measures					Baseline Data (if available)			Targets		
Description	Formula	Weight		Rating System <sup>ad</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
Quality 1d: Sales generated from the promotional event (in \$ Million)	Amount	10%	10%	(Actual-Target) x Weight		183.19	202.9	184.75	220	236
Quality 1e: % of exhibitors satisfied with services of CITEM as the organizer of the event	Total no. of satisfied Exhibitors over Total No. of Exhibitors	5%	5%	(Actual-Target) x Weight		90%	94%	98%	98%	40%
Quality 1f: % of foreign and local buyers satisfied with services of CITEM as the organizer of the event	Total no. of satisfied Buyers over Total No. of Buyers	5%	5%	(Actual-Target) x Weight		No Baseline	No Baseline	90%	90%	75%
Quantity 2: No. of overseas promotional activities participated in	Absolute Number	10%	10%	(Actual-Target) x Weight		15	10	14	14	22



Performance Measures						Baseline Data (if available)			Targets	
Description	Formula	Weight		Rating System <sup>a/</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
Quantity 3: No. of companies availing of Design for Export Program (Home and Food)	Absolute Number	10%	10%	(Actual-Target) x Weight		No Baseline	71	55	147	241
Sub-total of Weights:		90%	90%							
General Administrative Services – Learning and Growth										
Manualization of Core Processes		10%	10%	(Actual/Target) x Weight		No Baseline	No Baseline	No Baseline	CITEM Cares Program, Enhanced Export Coaching Program, Standards for Trade Fair Participation, and Integrated Marketing Communications Plan	Customized Procurement Plan, Project Management Manual, CITEM Trade Portal
Sub-total of Weights:		10%	10%							
TOTAL OF WEIGHTS:		100%	100%							

a/ But not to exceed the weight assigned per indicator

TITLE: PERFORMANCE NEGOTIATION AGREEMENT (PNA) FOR 2013-2014 BETWEEN CITEM AND GOVERNANCE COMMISSION FOR GOVERNMENT OWNED AND CONTROLLED CORPORATION (GCG)

1.0 OBJECTIVE:

- 1.0 To secure Board approval and confirmation of Performance Negotiation Agreement (PNA) for 2013-2014 between CITEM and Governance Commission for Government Owned and Controlled Corporation (GCG).

2.0 CRITICAL ISSUES:

- 2.1 Whereas, Republic Act (R.A.) No. 10149 mandates the GCG to establish a performance evaluation system, including performance scorecards, which shall apply to all GOCCs in general and to the various GOCC classifications.
- 2.2 Whereas, last 14 October 2013, CITEM and the GCG have mutually agreed on the Organizational Performance Indicator Framework (OPIF) after presentation and negotiation of CITEM's performance measure.
- 2.3 Whereas, the mutually agreed Performance Negotiation Agreement (PNA) is required to be signed by both parties (CITEM and GCG).


3.0 RECOMMENDATION:

- 3.1 For the Board to approve and sign the attach CITEM's Performance Negotiation Agreement (PNA) for 2013-2014 with GCG.

Recommend Approval:

  
ROSARIO VIRGINIA C. GANTOS  
Executive Director

  
MA. LOURDES D. MEDIRAN  
Deputy Executive Director

  
AURELIA O. CRUZ  
OIC, Corporate Services Department

APPROVED AND CONFIRMED BY:


SECRETARY GREGORY L. DOMINGO  
Chairman

UNDERSECRETARY PONCIANO C. MANALO, JR.  
Alternate Chairman


MS. MARGIE A. JORILLO  
Government Service Insurance System



DIR. MA. MERCEDES G. YACAPIN  
National Food Authority



MS. LEILA C. MARTIN  
Land Bank of the Philippines



MS. WILHELMINA C. MANALAC  
Bangko Sentral ng Pilipinas



MS. ROSARIO VIRGINIA C. GAETOS  
Appointive Member