

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

**BOARD OF GOVERNORS' MEETING
18 December 2013, Wednesday, 02:00 pm**

**OSEC CONFERENCE ROOM
Industry and Investments Building
Sen. Gil Puyat Avenue, Makati City**

AGENDA

- I. INVOCATION**
- II. CALL TO ORDER**
- III. PROOF OF DUE NOTICE and DETERMINATION OF EXISTENCE OF QUORUM**
- IV. AGENDA**
 - 1. APPROVAL AND ADOPTION OF THE AGENDA**
- V. FOR BOARD INFORMATION**
 - 2. EXECUTIVE DIRECTOR'S REPORT**
 - A. ACCOMPLISHMENT REPORT**
 - a.1 Signature Events
 - a.2 Overseas Projects
 - B. FINANCIAL PERFORMANCE REPORT FOR 2013**
- VI. FOR BOARD APPROVAL AND CONFIRMATION**
 - 3. CITEM CODE OF CORPORATE GOVERNANCE**
 - 4. REVISED PROPOSED WORK PROGRAM AND SUPPLEMENTAL BUDGET FOR 2014**
 - 5. PERFORMANCE NEGOTIATION AGREEMENT (PNA) BETWEEN CITEM AND GCG FOR 2013-2014**
- VII. RATIFICATION OF CONTRACTS/MOAs**
 - 6. RATIFICATION OF ACTS OF MANAGEMENT FOR CONTRACTS EXECUTED FROM 01 JULY 2013 TO 31 DECEMBER 2013**
- VIII. OTHER MATTERS**
 - 7. DESIGNATION OF ATTY. ANNA GRACE I. MARPURI AS CITEM BOARD CORPORATE SECRETARY**
- IX. SCHEDULE OF NEXT BOARD MEETING**
- X. ADJOURNMENT**



Celebrating
30 years
of Philippine
Design and
Manufacturing
Cooperation

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

CITEM provides a global platform for
Philippine SME's to promote their
products to the world market thru:

SIGNATURE EVENTS

We bring the world to the SME's

EO 989 October 1984
EO 133 February 1987
EO 242-A July 1987

OVERSEAS TRADE FAIRS AND MISSIONS

Go where the buyers are

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.

PERMANENT SHOWROOM

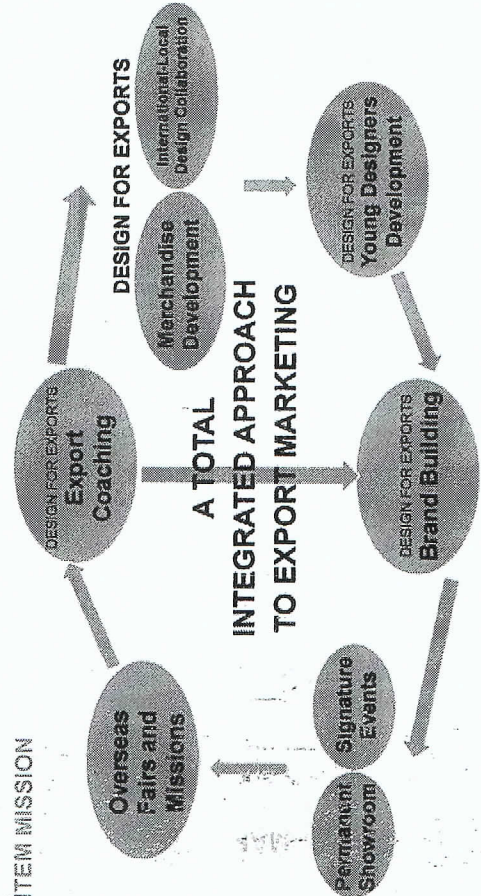
Year-round sourcing

CITEM VISION

Philippines

QUALITY, VALUE, AND RELIABILITY

CITEM MISSION

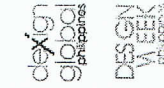


CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



CITEM is the proud Owner and Organizer of:

SIGNATURE EVENTS



VENUE BRAND

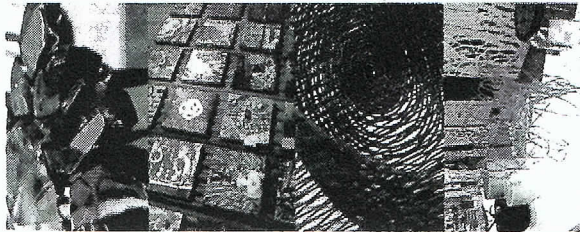


CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



Citem

**IN 2013
AND
THE RISE OF
THE MILLENNIALS**



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



CITEM IN 2013

▲ ▲ ▲ ▲ ▲



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



CITEM IN 2013

**January – December 2013
OVERALL ACCOMPLISHMENTS
HOME, FASHION AND FOOD**

**↑ 1,526 EXHIBITORS,
105
18,411 BUYERS**

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



CITEM IN 2013

**January – December 2013
OVERALL ACCOMPLISHMENTS
HOME, FASHION AND FOOD**

- **US\$890.80 M** INITIAL EXPORT ORDERS,
382%
- **P184.77 M** B2B DOMESTIC ORDERS
- **P53.56 M** B2C DOMESTIC SALES

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Why MANILA FAME?



Why IFEX?



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



GLOBAL PLATFORMS for SMES

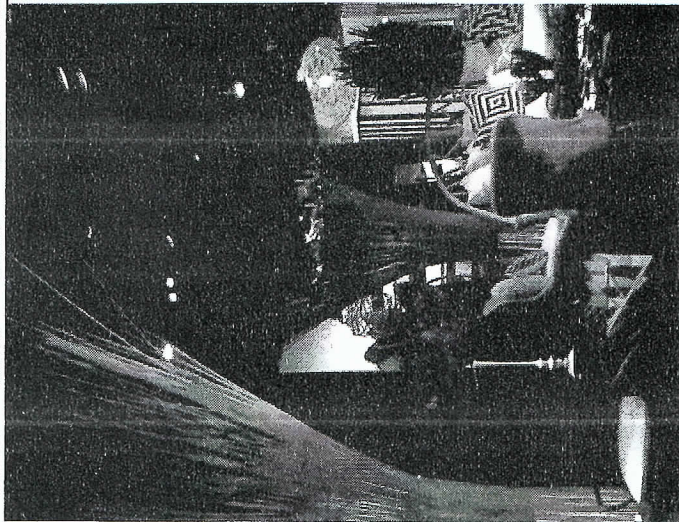
Recognized as COUNTRY BRANDS and a source of NATIONAL PRIDE

Venues for DESIGN and product INNOVATIONS

Contribute to SOCIO-ECONOMIC growth and development

On-the-spot export sales

Job generation



MANILA FAME 2013 ACCOMPLISHMENTS

US\$35.20 Export Orders
555 Companies Assisted
1,997 Foreign Buyers
7,967 Local Buyers
55,410 Jobs Supported*

* As declared by Manila FAME Exhibitors



MANILA FAME 2013 CREATIVE TEAM

LOCAL-INTERNATIONAL DESIGN COLLABORATION
MARKETING EXPERTS + ICONS OF DESIGN

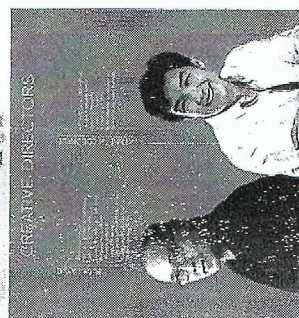
Merchandise Development

Visual Merchandising

Exhibit and Space Planning

Design Houses

Special Settings



CREATIVE DIRECTORS



Philippines 2013

17 - 20 OCTOBER
SM MALL ALABANG
ALABANG, MARIKINA CITY

DESIGNERS



LEFRON MRY

OLIVIA DABOYILLE

INIGO ELIZALDE

WATARYU SAKUMA

VITO SELMA

ERIC PARAS

JINGGOY BUENAGUESO

LISA ROBINSON

ITO RISH

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

THE MILLENNIALS

They have given us FACEBOOK, PINTEREST, YOUTUBE, YELP and apps too many to count. The next generation's not just upon us - They are here!

The MILLENNIAL HOME - a collaboration between key manufacturers and leading Philippine Designers, under the Creative Direction of Budli Lavug and Kenneth Cobanpue - explores today's new consumer - how they live and the product that connects with them.

design
global
philippines

DESIGN GLOBAL
PHILIPPINES
17-20 October 2013

US\$259,085.36* Export Orders
32 Foreign Companies Assisted

* Included In Total Export Orders
for Manila FAME

POSITIONS AND MISSIONS®

ACCOMPLISHMENTS

465 Foreign Buyers
(54% more than 2011)

684 Exhibitors
(111 Foreign Exhibitors)

US\$ 631.9M Export Orders
(2,752% increase over 2011)

P38.1M B2B Domestic Orders

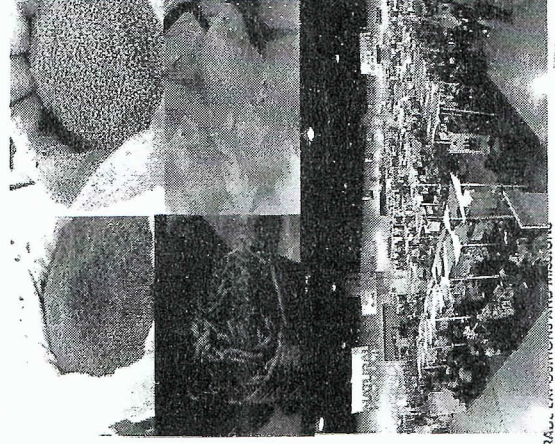
P24.3M B2C Domestic Sales

46,655 Jobs Supported*

* As declared by 684 IFEX Exhibitors
based on a survey questionnaire



NURTURING THE
AGRI-BUSINESS SMES



STRATEGIC PARTNERSHIP

Department of
Agriculture Pavilion
160 Exhibitors

- Agri-Aqua Show
- Natural Food and Health Products

ASIA'S
ETHNIC FOOD
INGREDIENTS
SHOW

IFEX
PHILIPPINES

16-19 MAY 2013
SM ILEX EXHIBITION
ARENA, SM MALL
MARKET CITY

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

ASIA'S
ETHNIC FOOD
INGREDIENTS
SHOW
IFEX
PHILIPPINES

16-19 MAY 2013
SM ILEX EXHIBITION
ARENA, SM MALL
MARKET CITY

www.singapore.com

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Best of Food Philippines
Pavilion

368 Exhibitors

Negros Occidental (Partner Province)
Pasig City (Partner City)

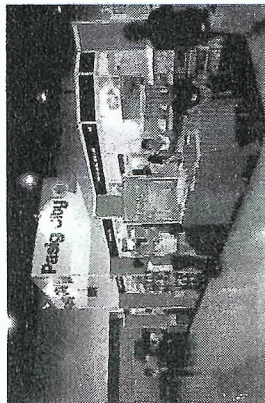
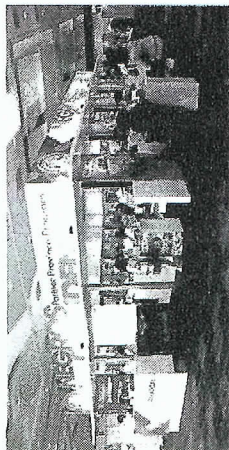
•PARTNER REGION PROGRAM (PRP)

The PRP serves as a means for small and medium-scale food entrepreneurs to undergo product and market development assistance to improve their products' competitiveness in both local and international markets

IFEX
ASIA'S
ETHNIC FOOD
& INGREDIENTS
SHOW
PHILIPPINES
16-19 MAY 2013
www.ifexph.com

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SME GROWTH
AT THE LGU LEVEL



WHAT'S NEW AT IFEX

**The Grocers
Exchange/G-Mart**

30 of the Philippines' elite
food exporters in one-on-one
meetings with Asia's top
retail chain operators.

IFEX
ASIA'S
ETHNIC FOOD
& INGREDIENTS
SHOW
PHILIPPINES
16-19 MAY 2013
www.ifexph.com

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



INTERNATIONAL PAVILION

111 EXHIBITORS

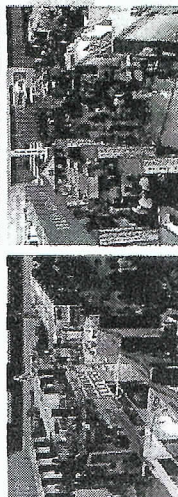
- Brunei Darussalam
- Cambodia
- Laos
- Myanmar
- Vietnam
- Indonesia
- Korea
- Malaysia-Sabah
- Singapore
- United States Department of Agriculture (USDA)

IFEX
ASIA'S
ETHNIC FOOD
& INGREDIENTS
SHOW
PHILIPPINES
16-19 MAY 2013
www.ifexph.com

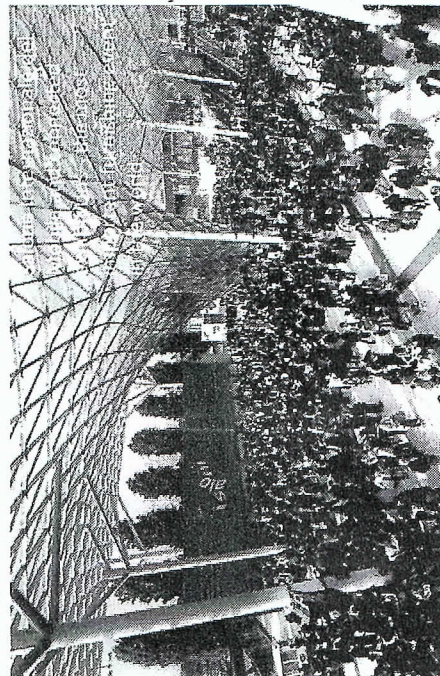
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



GROWING THE SHOW



**STRATEGIC DIRECTION
"GO WHERE THE BUYERS ARE"**



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS





- US\$53.43M Export Orders, 27% higher than 2012
- 19 Companies Assisted
- 1,285 Buyer Inquiries received

February 25-28,



DESIGN Philippines

at EUROLUCE

09-14 April 2013

Fieramilano Fairgrounds

Rho, Milan, Italy

135sqm space curated by Budji and Kenneth

6 Company Brands Launched

US\$2.65M Export Orders

1,482 Buyer Inquiries

US\$136.5K Publicity generated

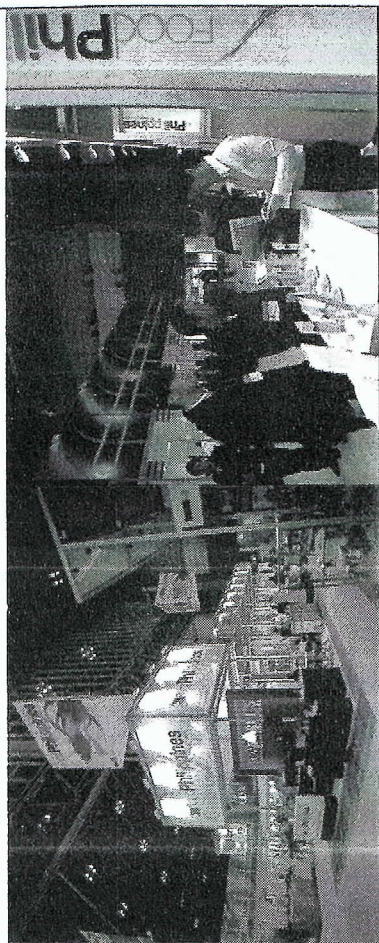
The 38th International Food and Beverage Exhibition

FOODEX JAPAN 2013

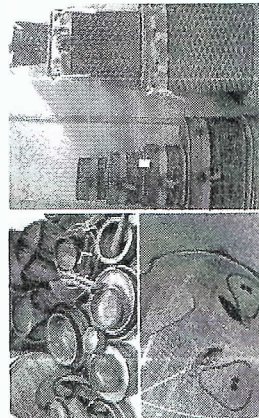
国際食品・飲料展

- US\$30.026M Export Orders 23% more than 2012
- 22 Companies assisted
- 793 Inquiries received

March 05-08, Makuhari Messe,
Chiba, Japan

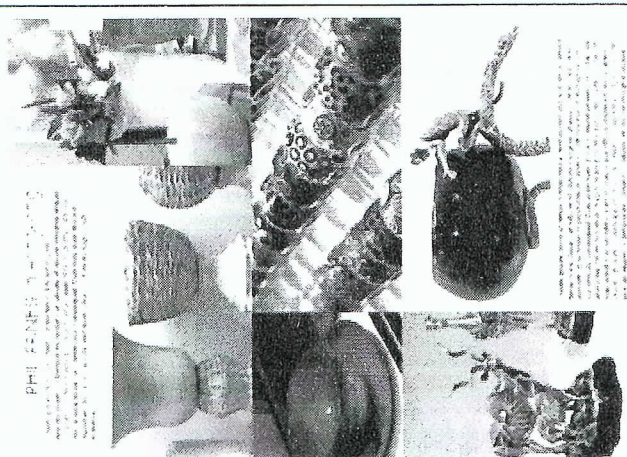


- HKOTDC
- Hong Kong Houseware Fair**
- 香港家庭用品展
- April 20-23 Hong Kong
- 18 Companies Assisted
 - US\$2.613M Export Orders
 - 307 Buyers Assisted



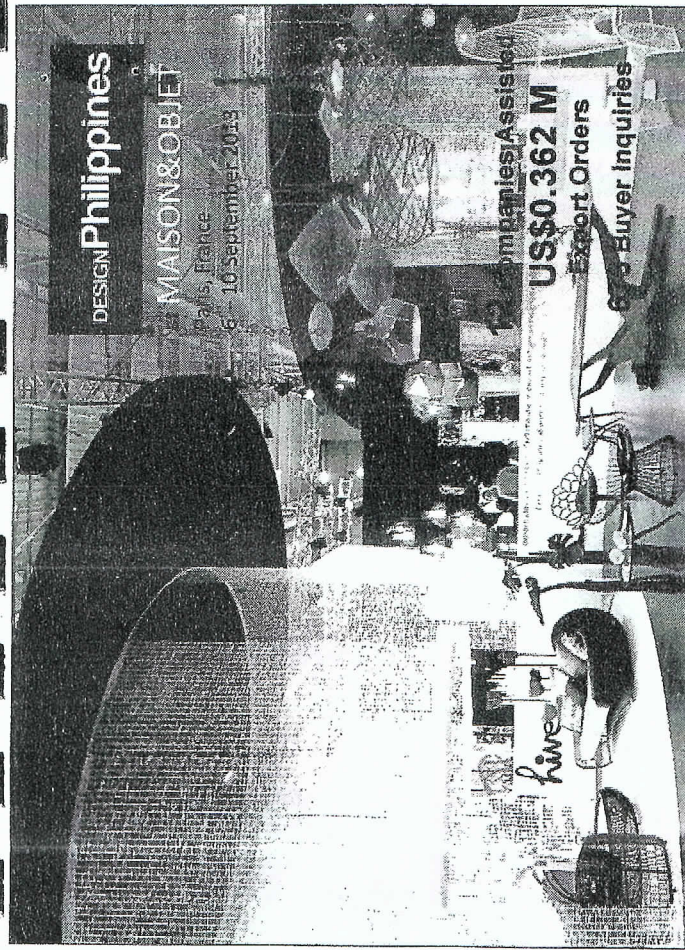
HOME Phil ppines

Beyond Friendship





CAEXPO 2013
ACCOMPLISHMENTS
 49 Companies Assisted
 US\$3.78 M Export Orders
 Trade leads & distributorship agreements



DESIGN Philippines
MAISON & OBJET
 Paris, France
 8 - 10 September 2013

Companies Assisted
US\$0.362 M
Export Orders
Buyer Inquiries



ESHQ Philippines
 Beyond A Fashion Show
 AT
 8-9 OCTOBER 2013

Fashion Philippines brings together 22 designers and manufacturers, showing off Philippine fashion through contemporary design sensibilities, high-level artisanship, and Philippine style.

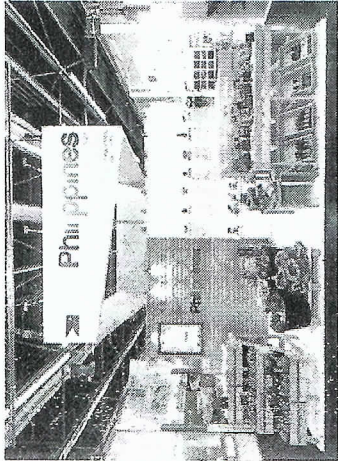
US\$1.07M Export Orders
22 Companies assisted
800 Inquiries received



The collective presentation of Design Philippines features **10 companies**, each bringing to the table their own uniqueness for the first time in the Middle-East and North Africa (MENA) region.

US\$5.97M Export Orders
10 Companies assisted
428 Inquiries received

the hotel show



Philppines at **anuga**

US\$69.999 M Export Orders
44 Companies assisted
618 Inquiries received



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Philppines
Isle by Design

AT



US\$52.35 M Export Orders
6 Companies Assisted
172 Inquiries Received

First time exploratory participation with 8 companies featuring HIGH VALUE Philippine seafood:

PHILIPPINE TUNA
MILKFISH
SCALLOP
SHRIMP
WHOLE OCTOPUS
FROZEN GROUPER
POMPANO
DRIED FISH PRODUCT

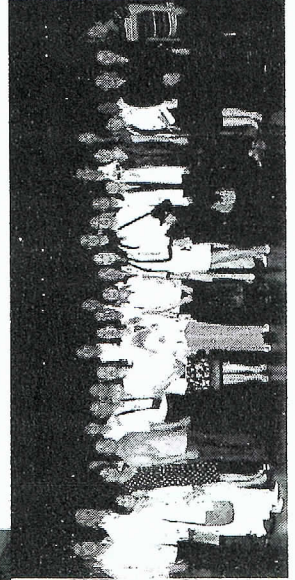


HALLONE
DESIGN EXPORTS

Hosted US-RP Society Inbound Mission
headed by Philippine Ambassador to:
New York, H.E. Jose L. Cuisia



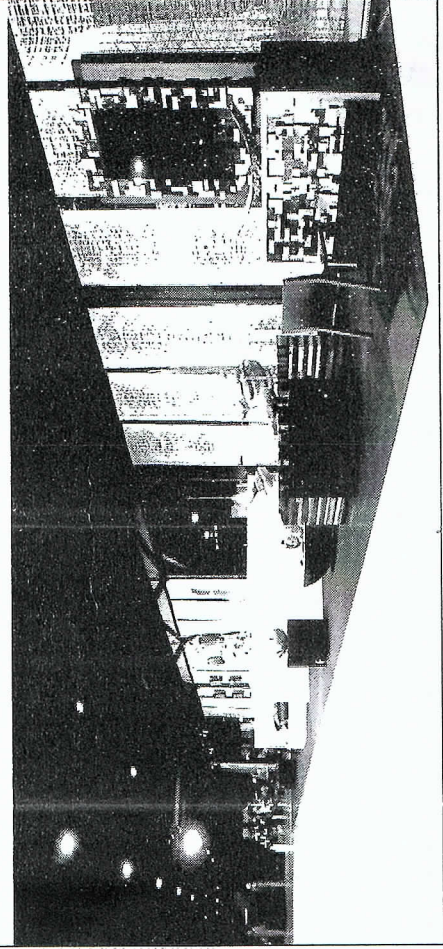
Hosted Inbound Business:
Mission of 50-man
delegation of the China
Council for the Promotion
of International Trade
(CCPIT)



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

HALL

•TRADE MISSIONS, ACADEMIC TOURS, BUSINESS FUNCTIONS,
SOURCING EVENTS, PUBLICITY SHOOTS AND OTHER PARTY
EVENTS HOSTED - 31
•TOTAL NUMBER OF VISITORS - 1,410
•BUYER REFERRALS - 114



THANK YOU!



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

CLARIFICATIONS

✓ 1. Board composition

- a. Ex-officio – CITEM Board of Governors¹
- b. Appointive – reference/link to board paper designation of (1) LBP Vice President Leila C. Martin, as representative to the CITEM Board; (2) Undersecretary Norra K. Terrado as Undersecretary for the Industry Promotion Group²; and, (3) Undersecretary for Trade and Investment Promotions Group PONCIANO C. MANALO, JR. as Alternate Chairman of the CITEM Board³.

↖ 2. Minutes of the Meeting

- a. 18 January 2014 - link this to attached 18 June 2014 Minutes of the Board Meeting document⁴.

✓ 3. Performance Negotiation Agreement for 2015 between CITEM and Governance Commission for GOCCs (GCG)

- a. See attached pdf: CITEM “Performance Agreement/MOA” between Governance Commission for GOCCs (GCG) and CITEM, for further inclusion to document linking in office website (unsigned by Secretary Domingo)

4. PNA 2014 Agreement/MOA - *check*

- a. Pending

✓ 5. Board committee’s accomplishment report

- a. Pending

✓ 6. Corporate Secretary’s (profile)

- a. Place MCLE Compliance and designation (unsigned by Sec. Domingo)

✓ 7. Side Note

- a. Manual Corporate Governance questions: “*what does it answer, “code of ethics?”*”

✓ 8. Risk Management System?

¹ As seen in CITEM website

² See DTI Department Order No. 16-01 series of 2016, titled Designation of Usec. Nora K. Terrado as Usec. for the Industry Promotion Group

³ See CITEM Secretary’s Certificate Res. No. 2013-08-02

⁴ I made a typo in my provided “Summary CGS” document, which stated that there was an 18 June 2015 meeting when there was not