

- c. To provide the necessary software,- hardware and technical knowledge on the use of ICRS Ms. Elvie Borje
Head, Management Information Services Division
- d. Authority to designate the following officers/ employees to enroll CITEM in the BIR Electronic Filing and Payment System (EFPS)

Name	Designation
Rosario Virginia C. Gaetos	Executive Director
Aurelia O. Cruz	OIC-Department Manager Corporate Services Dept.
Wilma G. Dulay	OIC-Finance Division

- e. Authority to designate the following officers/ employees to access the E-Payment Facility of PNB and LBP

Name	Designation
Rosario Virginia C. Gaetos	Executive Director
Ma. Lourdes D. Mediran	Deputy Executive Director
Aurelia O. Cruz	OIC-Department Manager Corporate Services Dept.
Wilma G. Dulay	OIC-Finance Division

- f. Ratification of Acts of Citem Management for contracts executed from 01 June 2014 to 30 November 2014

MARCH 2015

- g. Revised Corporate Operating Budget (COB) for 2015

APRIL 2015

- h. Corporate Operating Budget and Work Program for 2016

"RESOLVED, that the Summary of Approved CITEM Board Actions through Referendum for the Period January – April 2015, being in order, is hereby NOTED"

(Res. No. BM 2015-11-02)

VII. EXECUTIVE DIRECTOR'S REPORT FOR 2015 CITEM ACCOMPLISHMENTS

1. The Executive Director reported the CITEM Accomplishments from January – November 2015.
2. At present, CITEM accomplished 95% of its 2015 Work Program, and implemented the following:
 - a. 3 signature events
 - b. 2 Design Week
 - c. 12 overseas trade fairs
 - d. 1 institutional event

3. From the projects implemented, CITEM accomplished and generated the following:

	Target	Actual	Accomplishment
Companies Assisted	1,000 SMEs	1,547 SMEs	155%
Buyer Attendance	19, 798	15, 792	80%
Media Mileage	377M	401M	106%
Export Sales	USD 255M	USD 428M	168%
Local Sales	PHP 222M	PHP 160M	72%

4. For the Manila FAME March And October 2015 Signature Events, it was reported that:

	Companies assisted	Buyer Attendance	Potential Export Sales	Local Sales	Retail Sales	Media Mileage
61 st MF Edition	150 Includes 11 foreign exhibitors	2,445	\$4.862M	PHP 46M	PHP 18.404M	PHP 118M
62 nd MF Edition	398 Includes 89 foreign exhibitors	1,904	\$7.740M	PHP 62M	PHP 12.709	PHP 127M

5. The Board suggested that for purposes of reporting, CITEM to use:

- Reported Sales instead of Potential Sales
- SMEs instead of companies to include Designers

6. Likewise, the IFEX signature event was reported as follows:

Companies assisted	Buyer Attendance	Potential Export Sales	Local Sales	Retail Sales	Media Mileage
700 116% Accomplishment	1,985 (149% accomplishment)	\$159M (265% accomplishment)	PHP 53M	PHP 79M	PHP 82M

7. Ms. Martin requested CITEM to submit lists of Manila FAME and IFEX SMEs participants to avail any of the service facilities being offered by LandBank.

8. On image building and branding, CITEM participated in overseas shows under the Design Philippines banner, with the following accomplishments:

	Companies Assisted	Buyer Inquiries	Potential Export Sales	Media Mileage
Salone Internazionale del Mobile	4	238	USD 3.26M	PHP 8.5M
International Contemporary Furniture Fair	6	846	USD 0.542	PHP 9.4M

9. For Food Philippines, CITEM likewise participated in the following overseas events

	Companies Assisted	Buyer Inquiries	Potential Export Sales	Media Mileage
WINTER FANCY FOOD	16	456	USD 30M	PHP 8.1M
GULFOOD 2015	24	881	USD 104M	PHP 3.3M
FOODEX	13	256	USD 19M	
TAIPEI INTERNATIONAL FOOD SHOW	8	410	USD 15M	
ANUGA	35	670	USD 67.7M	PHP 2.5M

10. Under the Fashion Philippines and Lifestyle Philippines, CITEM participated in International Fashion Showcase in London and Lifestyle Philippines at NY Now in New York, USA, with the following accomplishments:

	Companies Assisted	Buyer Inquiries	Potential Export Sales	Media Mileage
IFS, London	6	372		PHP 17M
Lifestyle Philippines at NY Now	19	676	USD .737M	PHP 0.97M

11. Likewise, CITEM participated in the Philippine Solo Exhibition* and CAEXPO and accomplished the following:

	Companies Assisted	Buyer Inquiries	Potential Export Sales
Philippine Solo Exhibition	14	207	USD 1.2M
CAEXPO	19	676	USD .737M

12. It was further reported that CITEM implemented the Luxe Philippines, a special event in support of the Philippines hosting of the APEC 2015.

13. Having no more comments and clarifications and upon motion duly made and seconded, it was—

“RESOLVED, that the 2015 CITEM Accomplishment Report, being in order, are hereby NOTED”

(Res. No. BM 2015-11-03)

VIII. 2016 WORK PROGRAM

1. The 2016 CITEM Work Program are as follows:

JANUARY	Winter Fancy Food Maison&Objet Paris
FEBRUARY	International Fashion Showcase AJC Tokyo International Gift Show Ambiente Gulfood
MARCH	Foodex