

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Component					Baseline			Target	
	Objective/Measure	Formula	Weight	Rating System	2013	2014	2015	2016	
Stakeholders	SO 1	Create a "PHILIPPINES FIRST" mindset among Stakeholders							
	SM 1	Publicity Mileage Generated (local and international)	Absolute number	15%	Actual/Target x Weight	P142,006 Million	P358,130 Million	P376,648 Million	P 395.48 Million
	SO 2	To Provide Sustainable Marketing Platforms for SME Development							
	SM 2	Number of SMEs Benefiting from CITEM Capability Building Programs	Absolute number	7%	Actual/Target x Weight	-	404	500	400
	SM 3	Number of Young Talents Discovered, Supported, and Promoted	Absolute number	6.5%	Actual/Target x Weight	12	10	8 Red Box Finalists	8 Red Box Finalists
	SM 4	Number of Brands Supported and Promoted	Absolute number	6.5%	Actual/Target x Weight	10	8	10 company brands	8 company brands
	SO 3	To Provide Stakeholders with a Unique Sourcing and Selling Experience							
	SM 5	New Products Developed and Showcased		5%		309	240	317	300

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	SM 6	Sales Generated per Peso of Subsidy	Total Export Sales / Total NG Subsidy	10%	Actual/Target x Weight	\$1.65 for every peso spent (with IFEX)	\$1.14 for every peso spent (without IFEX)	\$1.37 for every peso spent (with IFEX)	\$1.15 for every peso spent (without IFEX)
	SM 7	Percentage of Stakeholders Satisfied (Third Party)		10%	Below 75% = 0%	91%	58%	75% of Stakeholders are Very Satisfied	90% Satisfied during Events
		Sub-total		60%					
	SO 4	Generate Reasonable Return on Subsidy							
Financial	SM 8	Cost Recovery Ratio for Promotional Events Organized and Participated	Total Income from Promotional Events Organized and Participated / Total Project Cost	10%	Actual/Target x Weight	37%	26%	40%	35%
		Sub-total		10%					

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Internal Process	SO 5	Institutionalize a CITEM CARES Program							
	SM 9	Percentage of Implementation of Lifeplans		5%		n/a	n/a	n/a	Designated Sector Phase is 60% Accomplished
	SM 10	Review and Development of Policies regarding CITEM Incentives and Services		5%		n/a	n/a	n/a	Policy Matrix indicating number of policies created/reviewed
	SO 6	Build and Institute an Effective Customer Relations Management System							
	SM 11	Percentage of Buyers Engaged in the System		10%	Actual / Target x Weight			1,500 companies scrubbed/cleaned. 30% of which have been engaged in on-going conversation	1,050
		Sub-total		20%					

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Learning and Growth	SO 7	Build Organizational Competencies							
	SM 12	Competency Framework		5%		n/a	n/a	Competency Table (even not Board Approved)	Establish Competency Baseline
	SO 8	Institutionalize Quality Management System							
	SM 13	Attain ISO Certification		5%		n/a	n/a	Approved QMS Procedures	ISO Certification for all processes
		Sub-total		10%					
	TOTAL		100%						

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



Brand Building and Promotion



To develop, nurture, and promote globally competitive Philippine small and medium enterprises, exporters, designers, and manufactures through an integrated approach to export marketing.

A Culture of Design and Craftsmanship . Client Value Creation. Stewardship

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