AGENCY PERFORMANCE JANUARY-JUNE 2017 AND DIRECTIONS JULY-DECEMBER 2017

2017 is the 34th year of CITEM

For over 3 decades, CITEM has significantly performed its role in establishing the country's image as the premier sourcing destination for quality export products and services.

UPCOMING

POLICY DIRECTIONS & STRATEGIC PROGRAMS

POLICY DIRECTION AND STRATEGIC PROGRAMS

1. NOT A SINGLE CENTAVO WILL BE SPENT BY CITEM FOR DESIGNER-CONSULTANTS

For the first time, CITEM will pursue a zero spending on designer services, a world-renowned designer will lead a pool of designers in helping companies for product development (Manila FAME October). Designers' services will be paid through third party-funding: Philexport, EMB, ROGs, and local government units (LGUs).

UPCOMING POLICY DIRECTION AND STRATEGIC PROGRAMS

2. INSTITUTIONALIZATION OF "CREATE PHILIPPINES" AS A CAMPAIGN TO PROMOTE THE CREATIVE INDUSTRY

CREATE Philippines will set a milestone by rounding up the country's top companies and leading minds in 4 sectors: **Game Development**, **Visual Arts**, **Graphic Arts**, **and Animation**. **CREATE**

UPCOMING

POLICY DIRECTION AND STRATEGIC PROGRAMS

3. MARRIAGE OF EXPORT TRADE AND CULTURAL TOURISM

For the first time, CITEM seeks to tie up with the Department of Tourism (DOT) to synergize and strengthen the promotion of the Philippine export trade and cultural tourism through the Manila FAME.

PH craftsmanship, design and artistry as a viable cultural export, and a key to promote the PH as a destination



UPCOMING POLICY DIRECTION AND STRATEGIC PROGRAMS

4. COMBING THE GRASSROOTS' WORLD-CLASS POTENTIAL VIA DTIROG.

CITEM is currently tapping the services and resource of the DTI-ROG to aggressively reach out to potential companies and help them become export-ready.

UPCOMING

POLICY DIRECTION AND STRATEGIC PROGRAMS

5. INSTITUTIONALIZATION OF IFEX PHILIPPINES AS AN ANNUAL EVENT

Starting 2018, IFEX Philippines will be held annually to fulfill the increasing global demand for food and ingredients, as well as to give more export opportunities for local companies in the food sector.

On its 12th edition, CITEM is positioning the country's biggest food fair as 'Asia's Seafood Show' to highlight the potential of the Philippines to become a major player in the international seafood market.

UPCOMING

POLICY DIRECTION AND STRATEGIC PROGRAMS

6. PREPARATION FOR THE B.I.G. SHOW IN 2019

Big Innovation-driven and Growing (BIG) Industry Show.

With the increasing global demand for technological exports, CITEM will soon launch another signature event featuring Philippine companies involved in the B.I.G. Industries -- which includes aerospace, shipbuilding, automotive, and electronics.

7. TO DRASTICALLY AUGMENT INCOME, CITEM CENTRAL SALES OFFICE IS SET IN MOTION

CITEM has set up a dedicated sales unit/group to create more incomegenerating opportunities, to institute an aggressive resource mobilization, and to open up more mutually beneficial partnerships.

UPCOMING POLICY DIRECTION AND STRATEGIC PROGRAMS

8. ORGANIZING AN ANNUAL "CHRISTMAS EXPORT BAZAAR" FOR INCOME GENERATION

CITEM will establish a yearly marketplace of export-ready products that companies can offer to local market at very affordable prices.

MIDYEAR ACCOMPLISHMENTS

MIDYEAR HIGHLIGHT - 1 TAPPING THE CONTRACT MARKET

The April 2017 edition of Manila FAME enjoined a new sector to cater to the rapidly expanding contract market (hospitality, real estate, travel, and tourism)



CRR - 43%

287 Companies assisted by CITEM

\$5.3M Export Sales

P20.3M Domestic Sales

64 MSMEs benefited from Product

Development Program

138 MSMEs benefited from Export
Coaching Program

415 New products were developed

RECORD-BREAKING SALES

IFEX Philippines 2017 recorded higher export sales than 2016, and exceeded its target for this edition.

Companies Assisted - 674

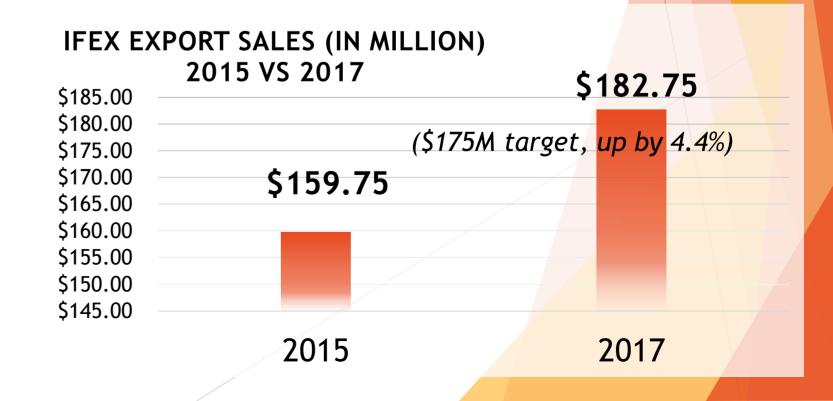
Trade Buyers - 2,057

Export Sales - \$182.75M

Domestic Sales - P414.92M

CRR 2017 - 50%





MIDYEAR HIGHLIGHT- 3 ONE WITH ASEAN

"Taste ASEAN" is a campaign to drumbeat the ASEAN communities' collective effort to sustain inclusive growth in the region.

At IFEX Philippines, the exhibit featured the TOP FOOD OF THE 9 ASEAN member countries.



Participating countries (aside from the Philippines) are:

- Brunei

- Myanmar
- Cambodia
- Singapore

- Indonesia

- Thailand, and

- Malaysia

- Vietnam

IFEX Philippines 2017 relaunched a promising sector:
HEALTH & WELLNESS.

(Natural and Organic Products)



MID-YEAR HIGHLIGHT-5 PURSUIT OF EXCELLENCE

In a continuing pursuit for excellence, <u>KATHA</u> at Manila FAME and IFEX Philippines once again proved the global competitiveness of PH products.





P66.08 MILLION GAINED THRU RESOURCE MOBILIZATION & PARTNERSHIP

- ☐ <u>MMDA</u> <u>P8M</u> worth of publicity thru its electronic ads along major thoroughfares in Metro Manila.
- □ OKADA P3.5M worth of accommodation, KATHA gala hosting, other Manila FAME October requirements
- ☐ DA-AMAS P1M worth of subsidies to Health and Wellness exhibitors in the Manila FAME April.
- □ EMB and PHILEXPORT P8M worth of support to companies' participation in capacity-building programs of CITEM



P66.08 MILLION GAINED THRU RESOURCE MOBILIZATION & PARTNERSHIP

- ☐ 3 COMPANIES P2.67M worth of logistics assistance through LED and other electronic ads
- □ <u>DEVANT</u> P810k worth of free usage of LED screens for various CITEM projects
- □ <u>DALUYON RESORT</u> P100k worth of hotel accommodations



P66.08 MILLION GAINED THRU **RESOURCE MOBILIZATION &**

P42M - value of free ads spaces, other forms of print and broadcast publicity



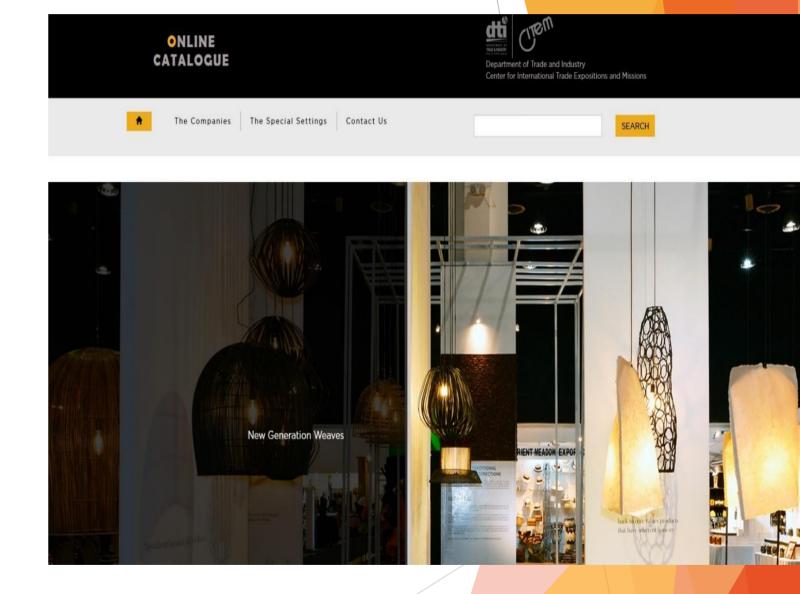
Philippine

Agency

MIDYEAR HIGHLIGHT-7 TIPG ONLINE CATALOGUE

The TIPG Online Catalogue is a visually dynamic and interactive online showroom for Philippine companies in different product sectors to bolster PH export promotions.

The revival of the Online Catalogue is an initiative of the TIPG, headed by DTI Undersecretary and TIPG head Nora K. Terrado.



PH BEST SELLERS AT US MARKET

20 companies assisted

BEST SELLERS:
Rice, Tuna,
coconut byproducts, fresh
tropical fruits &
preserves

Winter Fancy Food Show

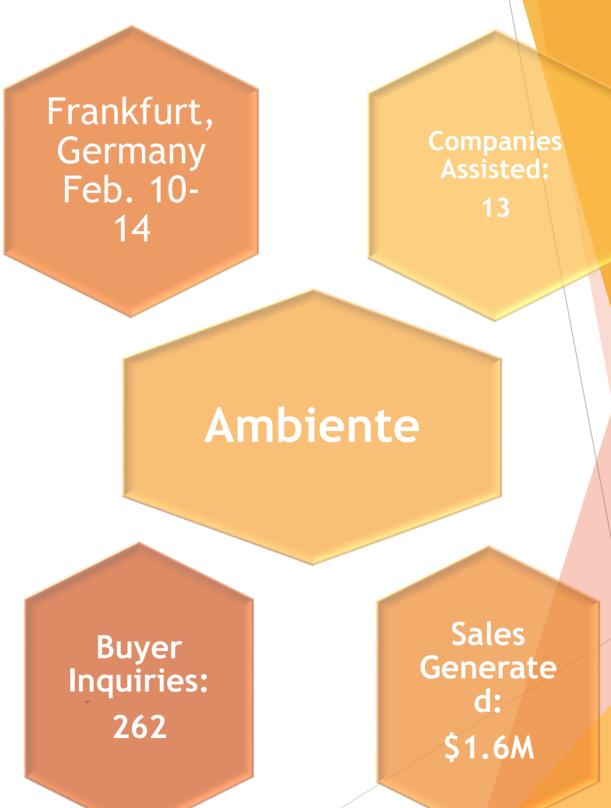
473
Buyer
Inquiries

San Francisco, USA January 22-24

\$48.732 M Sales Generate d







26 Companies Assisted

BEST SELLERS:
Banana Chips,
Juice and Energy
Drinks, Coconut
Products, Fresh and
Dried Fruits, Ice
Cream, Noodles,
Rice and Snack
Foods

Gulfood

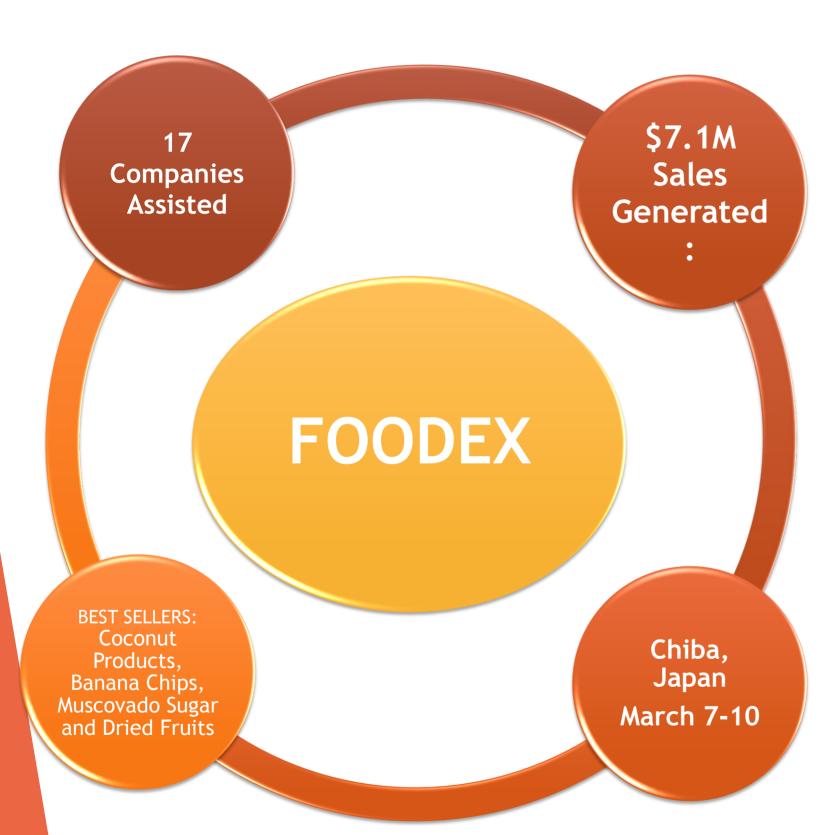
Dubai, UAE Feb 26 -March 2

1873
Buyer
Inquiries













PH - THE ONLY SEA COUNTRY PARTICIPANT

New York, USA May 21-24

INTERNATION AL CONTEMPORARY FURNITURE FAIR

The only design platform in New York

PH - ONE OF THE 3 COUNTRY PARTICIPANT S IN ASIA

Companies
Assisted:
16

Best Sellers:

Tropical fruits, canned tuna, coconut products, banana chips and herbal products.

Generate
d:
\$23.39M*

Sales

TAIPEI International Food Show

359 Buyer Inquiries

Taipei, Taiwan June 21-24





FIRST SEMESTER TARGETS AND ACTUAL ACCOMPLISHMENTS

2017 FIRST SEMESTER TARGETS AND ACTUAL ACCOMPLISHMENTS

PERFORMANCE INDICATORS	ANNUAL TARGET	JANUARY - JUNE	ACCOMPLISHMENT RATE	JULY – DECEMBER TARGETS
EXPORT SALES (In US\$)	US\$460M	US\$370.87M	81%	US\$85.136M
DOMESTIC AND RETAIL SALES (in PhP)	PhP170M	PhP463.16M	272%	PhP54.133 M
PARTICIPANTS' SATISFACTION RATING	90%*	92.30%	102%	90%*
NO. OF PROJECTS	18**	11	61%	7 (excluding the additional projects, Exporters' Expo I & II, Makina Expo, B.I.G. Show 2018 preparation)
NO. OF COMPANIES ASSISTED ***	1,400	1,446	103%	596
NO. OF INQUIRIES RECEIVED	16,000	7,120	45%	7,852
PUBLICITY MILEAGE GENERATED	PhP435.03M	PhP 354M	81%	P81.03M

COMPARATIVE ASSESSMENT: 2016 AND 2017 FIRST SEMESTER PERFORMANCE

PERFORMANCE INDICATORS	2016 JANUARY – JUNE	2017 JANUARY - JUNE	% Change
EXPORT SALES (In US\$)	US\$219.31M	US\$370.87M	69%
DOMESTIC AND RETAIL SALES (in PhP)	Php114.00M	PhP463.16M	306%
PARTICIPANTS' SATISFACTION RATING	87.73%	92.30%	5%
NO. OF PROJECTS	12	11	(8%)
NO. OF COMPANIES ASSISTED	517	1,446	180%
NO. OF INQUIRIES RECEIVED	9,210	7,120	(23%)
PUBLICITY MILEAGE GENERATED This does not include Out-of-Home advertising and social media	Php387M	PhP 354M	(9%)

2017 UPCOMING EVENTS July – December [1 Signature Event, 1 Special Event and

5 Overseas Fairs]



2017 UPCOMING EVENTS



-THELIVING CANVAS

Enlivening a Canvas that is Manila FAME

Like the sturdy plain-woven fabric that artists would love to create pieces of art and masterpieces on, Manila FAME has, for over three decades, become a canvas painstakingly painted with vibrant and multi-layered Philippine cultural treasures. Every edition inscribes passionate graphic narratives of design collections that perfectly epitomize a Filipino nation as textured as its arts and heritage.

On its 66th edition, the country's most treasured Living Canvas will unfold and enliven a new canvas that is Manila FAME.

The Living Canvas inspires and embodies the vibrant Filipino designers that will paint trend-setting and life-giving-arts and treasured pieces for the world to enjoy a piece of our history.

Transforming a mountaintop village into haven of tourists seeking a piece of history under their skin, the country's legendary artist, Whang-Od Oggay and her family of mambabatoks from the Butbut people of Kalinga, will liven up the new canvas that is the 66th Edition of Manila FAME.

Whang-Od, the last mambabatok of her generation and the oldest tattoo artist in the Philippines, exemplifies the Filipino culture and its resilience as it stands the test of time. At the age of 100, she continues to tattoo visitors in her village, and holds dear the traditions that it holds.

At Manila FAME in October 2017, she will be joined by her bloodline successors, Grace Palicas and Ilyang Wigan, to present the Philippine culture firsthand to world buyers.

2017 UPCOMING EVENTS



TARGETS

430 companies 1,840 trade buyer inquiries \$10.96M sales

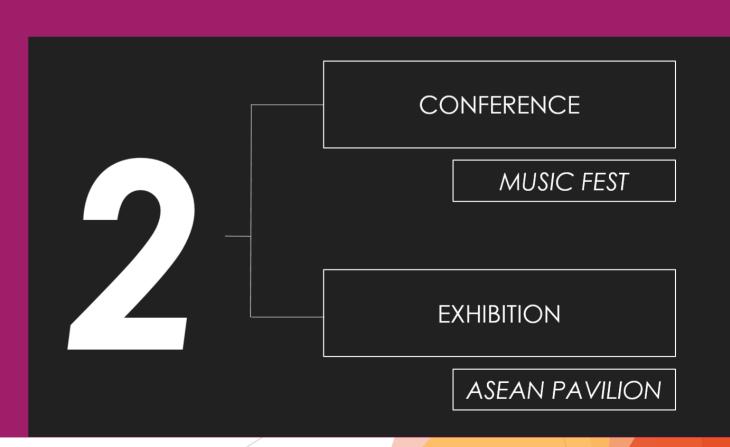
PROGRESS

- 1. Partnership agreements with the following agencies being finalized for participation and capability- building program: DTI-EMB, PTTC, NCCA, PHILEXPORT and Provincial Government of Cebu.
- 2. Confirmed group participations: CFIP, CFIF, Mindanao One, CLGGFI (as part of Artisan Village) with separate Bulacan participation as partner province in Artisan Village
- 3. Country-wide Bamboo Cluster Industry will be showcased in partnership with DCP (Bamboo-based and other bamboo-related products from all regions of the country

CREATE Philippines

Creative
Revolution on
Expressions,
Arts,
Technology and
Entrepreneurship

CREATE Components









40 Target Companies CHINA-ASEAN EXPO

Nanning, Guangxi, China Sept. 12-15

\$7.5M Target Sales 4,500 target Buyer Inquiries

Progress:

1. Aurora
Province
confirms
participation

2. Ongoing Exhibitor Campaign

3. Cebu
Chamber of
Commerce will
organize a trade
visitor
delegation

4. Awaiting P5M funding from DTI







Tokyo, 25 Target Japan Companies Nov. 7-9 370 **IFFT Target** (Internationa Buyer l Furniture Fair Tokyo) Inquiries Progress: \$2.1M 1. Confirmed participation **Target** and 216 sqm Sales space in the GLOBAL area 3. Partnerships to be formalized: Prospective CFIP: 10 – 15 participants: companies committed **DTI** Region Tarlac Government: VIII (Eastern

Visayas) – 3

companies

6 companies

committed

2017 GCG PERFORMANCE

STRATEGY MAP



BY 2023, CITEM IS A GLOBALLY RECOGNIZED EXPORT PROMOTION AUTHORITY THAT BRINGS PHILIPPINE PRODUCTS AND SERVICES IN PRIORITY MARKETS.

I-CARE (Innovate-Capacitate-Resonate)

ENSURE FINANCIAL SUSTAINABILITY

PROVIDE STAKEHOLDERS
WITH A SATISFACTORY
SOURCING AND SELLING
EXPERIENCE

OF SMES FROM CITEM SUBSIDY

INCREASE STAKEHOLDER AWARENESS

EXPAND INDUSTRY SECTORS PROMOTED

INTEGRATE CAPABILITY BUILDING IN EXPORT PROMOTION ACTIVITIES

IMPROVE ORGANIZATIONAL EFFICIENCY

ENHANCE COMPETENCIES OF THE CITEM WORKFORCE

We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

RESOURCE STEWARDSHIP - EXCELLENCE VERSATILITY - EMPOWERMENT - STAKEHOLDER CENTRIC

GCG PERFORMANCE - FINANCIALS

STRATEGIC OBJECTIVE:

Ensure Financial Sustainability

STRATEGIC MEASURE:

Maintain Cost-Recovery Ratio

2017 TARGET

ACCOMPLISHED

42%

49%

(P39.527M REVENUE)

SCORE
10

10

STRATEGIC OBJECTIVE:

Satisfactory Sourcing and Selling Experience for Stakeholders

STRATEGIC MEASURE:

Percentage of Returning Exhibitors

2017 TARGET

44%

SCORE

10

ACCOMPLISHED

60.3%

MF April: 74.56% IFEX PH: 46%

SCORE

STRATEGIC OBJECTIVE:

Stakeholder Satisfaction

STRATEGIC MEASURE:

Satisfaction Rating Improvement

2017 TARGET

ACCOMPLISHED

2.09

SCORE
10

SCORE
9.9

STRATEGIC OBJECTIVE:

Increase Stakeholder Awareness

STRATEGIC MEASURE:

High Publicity Mileage

2017 ANNUAL TARGET

P435.03 M

SCORE

15

ACCOMPLISHED

P354 M

As of June 22; Excluding Out of Home advertising and social media

SCORE

12.21

STRATEGIC OBJECTIVE:

Graduation of SMEs from Subsidy

STRATEGIC MEASURE:

Policy Matrix for Exhibitor Graduation

2017 TARGET

1 Policy Matrix

SCORE 10

ACCOMPLISHED

Status: Ongoing Consultation

ETA: For Board Approval on November 2017

SCORE

GCG PERFORMANCE - INTERNAL PROCESS

STRATEGIC OBJECTIVE:

Expand Product Sector Promotion

STRATEGIC MEASURE:

Assist New Sectors

2017 TARGET

4

SCORE 10

Work in progress:

Game Development, Visual Arts, Graphic Arts and Animation

ACCOMPLISHED

2

Contract Market; Health and Wellness

SCORE

GCG PERFORMANCE - INTERNAL PROCESS

STRATEGIC OBJECTIVE:

Integrate Capability-building in Export Promotions

STRATEGIC MEASURE:

More SMEs to benefit from CITEM's Capability-building Programs

ACCOMPLISHED 2017 ANNUAL TARGET 478 466 **SCORE SCORE** 15 **15**

GCG PERFORMANCE - INTERNAL PROCESS

STRATEGIC OBJECTIVE:

Integrate Capability-Building in Export Promotions

STRATEGIC MEASURE:

Develop New Merchandise

2017 TARGET

900

SCORE 10

ACCOMPLISHED

523

SCORE

5.81

GCG PERFORMANCE - LEARNING & GROWTH

STRATEGIC OBJECTIVE:

Improve Organizational Efficiency

STRATEGIC MEASURE:

ISO Certification and Annual Management Review

ISO
Certification

SCORE
5

ACCOMPLISHED

Conducted the ff. in compliance with ISO 9001:2015:

- 1. Appreciation Workshop
- 2. Risk-Management Workshop

SCORE

GCG PERFORMANCE - LEARNING & GROWTH

STRATEGIC OBJECTIVE:

Enhance CITEM Workforce Competency

STRATEGIC MEASURE:

Percentage of Employees Completing Competency Assessment

2017 TARGET

50% -Management 50 - Technical

SCORE

5

ACCOMPLISHED

Status:
Assessment Tools
drafted

SCORE

MIDYEAR OVERALL GCG PERFORMANCE

2017 ACCOMPLISHED

67.92

(32.08 REMAINING)

FINANCIAL PERFORMANCE JANUARY-MAY 2017

Description	Approved Corporate Operating Budget (C.O.B.) FY 2017	Actual Fund Sources (Jan – May)	Diff.	% Realized
I. FUNDING SOURCES				
NG Subsidy	220.000	70.624*	149.376	32%
Corporate Revenue	65.500	44.091	21.409	67%
Prior Year Savings (Cash Drawdown)	9.465	13.391	(3.926)	141%
Total-Sources	294.965	128.106	166.859	43%
II. BUDGETARY REQUIREMENTS		Obligated Expenses		% Utilized
Personal Services	64.965	19.884	45.081	31%
MOOE	220.000	107.192	112.808	49%
Capital Outlay	10.000	1.030	8.970	10%
Total-Budget	294.965	128.106	166.859	43%

FY 2018 Corporate Operating Budget (with comparative figures in FY 2017)

Description	FY 2017 Approved Corporate Operating Budget	FY 2018 DBM recommended level			
		TIER 1	TIER 2	TOTAL	% Increase (Decrease) 2018 over 2017 COB
I. FUNDING SOURCES					
NG Subsidy	220.0001/	206.8763/	25.0004/	231.8765/	5%
Corporate Revenues	65.500	78.861	4.000	82.861 ₆ /	27%
Prior Year Savings (Cash Drawdown)	9.4652/				(100%)
Total-Sources	294.965	285.737	29.000	314.737	7%
II. BUDGETARY REQUIREMENTS					
Personal Services	64.965	74.965	-	74.9657/	15%
MOOE	220.000	206.876	25.000	231.876	5%
Capital Outlay	10.000	3.896	4.000	7.896	(21%)
Total-Budget	294.965	285.737	29.000	314.737	7%