



Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
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21 July 2017

DTS 17-E-251
07 August 2017

MR. CLAYTON H. TUGONON

Executive Director

CENTER FOR INTERNATIONAL TRADE

EXPOSITIONS AND MISSIONS (CITEM)

Golden Shell Pavillion, ITC Complex, Roxas Blvd. cor.

Sen. Gil J. Puyat Ave., Pasay City

RE : TRANSMITTAL OF CY 2017 PERFORMANCE SCORECARD

Dear Executive Director Tugonon,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**) and 2017 Performance Scorecard (**Annex B**) of CITEM.

The CITEM proposed Charter Statement, Strategy Map and Performance Scorecard submitted last 28 March 2017 were **MODIFIED** based on the discussions made during the technical working group (TWG) meeting last 18 April 2017. During the TWG meeting, the CITEM was requested to revise its submission to reflect the discussions and agreements reached. On 05 May 2017, CITEM submitted the revised documents however further revision was submitted on 19 June 2017.

The Governance Commission takes this opportunity to remind that the CY 2017 Charter Statement, Strategy Map and Performance Scorecard shall take effect **IMMEDIATELY**. CITEM is reminded to submit the applicable quarterly monitoring reports and upload the same in the GOCC website.

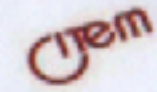
FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner

MARITES CRUZ DORAL
Commissioner



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

Ensure the Graduation of SMEs from CITEM Subsidy Availment

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.

Stakeholder centric, Excellence, Resource stewardship, Versatility, Empowerment

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

| | Component | | | | Baseline Data | | | | Target | |
|--------------|-------------------|--|--|---------------|--|------|------|---|---------------------------------------|--------------------------------------|
| | Objective/Measure | Formula | Weight | Rating System | 2013 | 2014 | 2015 | 2016 | 2017 | |
| FINANCIAL | SO 1 | Ensure Financial Sustainability | | | | | | | | |
| | SM 1 | Cost Recovery Ratio | Total Income from Promotional Events Organized and Participated / Total Project Cost | 15% | 30% and below = 0% 31% to 34% = 3% 35% to 37% = 5% 38% to 41% = 10% 42% and above =15% | 37% | 26% | 40.85% | 28.81% | 42% |
| | | | Sub-total | 15% | | | | | | |
| | | | | | | | | | | |
| STAKEHOLDERS | SO 2 | Provide Stakeholders with a Satisfactory Sourcing and Selling Experience | | | | | | | | |
| | SM 2 | Percentage of Returning Exhibitors in Signature Events | Returning Exhibitors / Total Exhibitors | 15% | (Actual/Target) x Weight | N/A | N/A | 46.37% (531 out of 1,145 exhibitors) | 47.76% (309 out of 647 exhibitors) | 50% (637 out of 1,274 exhibitors) |

| Component | | | | | Baseline Data | | | | Target |
|-------------------|--------------------------------|------------------------------------|--------|--------------------------|---------------|------|------|--|--|
| Objective/Measure | | Formula | Weight | Rating System | 2013 | 2014 | 2015 | 2016 | 2017 |
| SM 3 | Customer Satisfaction Rating | | 10% | (Actual/Target) x Weight | N/A | N/A | N/A | Satisfied Rating for the following drivers: Exhibitors: Quantity of Buyer Export Sales Generated – VIB: Variety Pricing Non-VIB: Reception at the Airport Pricing | Achieve Very Satisfactory Rating for the following drivers: Exhibitors: Quantity of Buyer Export Sales Generated VIB: Variety Pricing Non-VIB: Reception at the Airport Pricing |
| SO 3 | Increase Stakeholder Awareness | | | | | | | | |
| SM 4 | Percentage of buyers attending | Number of actual buyers attended / | 10% | (Actual/Target) x Weight | N/A | N/A | N/A | N/A | 90% ³ |

³ Target buyers: 5,816 with IFEX

| Component | | | | | Baseline Data | | | | Target |
|-------------------|--|-------------------------------|--------|--------------------------|---------------|------|------|------|--|
| Objective/Measure | | Formula | Weight | Rating System | 2013 | 2014 | 2015 | 2016 | 2017 |
| | Signature events (Manila FAME and IFEX) | Total number of target buyers | | | | | | | |
| SO 4 | Ensure the Graduation of SMEs from CITEM Subsidy Availment | | | | | | | | |
| SM 5 | Craft the Optimal Policy for Exhibitor Graduation | | 10% | All or Nothing | N/A | N/A | N/A | N/A | 1 Board Approved Policy Matrix for Exhibitor Graduation |
| | | Sub-total | 45% | | | | | | |
| SO 5 | Expand Industry Sectors Promoted | | | | | | | | |
| SM 6 | Number of New Sectors Assisted | Absolute Number | 10% | (Actual/Target) x Weight | N/A | N/A | N/A | N/A | 6 (Health and Wellness; Organic; Animation; Visual Arts; Graphic Arts; and Game Development) |
| SO 6 | Integrate Capability Building in Export Promotion Activities | | | | | | | | |
| SM 7 | No. of SMEs Benefitting from Capacity-Building Programs | Absolute Number | 10% | (Actual/Target) x Weight | - | 404 | 500 | 453 | 475 |

INTERNAL PROCESS

| | Component | | | | | Baseline Data | | | | Target |
|---------------------|-------------------|--|-----------------|--------|--------------------------|---------------|------|---|-------------------------------|-------------------------------------|
| | Objective/Measure | | Formula | Weight | Rating System | 2013 | 2014 | 2015 | 2016 | 2017 |
| | SM 8 | New Merchandise Developed | Absolute Number | 10% | (Actual/Target) x Weight | 309 | 240 | 317 | 1,581 | 900 |
| | | | Sub-total | 30% | | | | | | |
| LEARNING AND GROWTH | SO 7 | Improve Organizational Efficiency | | | | | | | | |
| | SM 9 | ISO Certification and Annual Management Review | | 5% | All or Nothing | N/A | N/A | N/A | N/A | ISO Certification 9001:2015 |
| | SO 8 | Enhance the Competencies of the CITEM Workforce | | | | | | | | |
| | SM 10 | Percentage of CITEM Employees Completing the Competency Assessments to Identify the Level of Proficiency of Targeted Individuals | | 5% | All or Nothing | N/A | N/A | Management Approved Competency Framework and Competency Table | Establish Competency Baseline | Management - 50% Technical - 50% |
| | | | Sub-total | 10% | | | | | | |
| | | | TOTAL | 100% | | | | | | |



KNOW ALL MEN BY THESE PRESENTS:

1. I am the Corporate Board Secretary of the Center For International Trade Expositions and Missions (CITEM), a national government instrumentality attached to the Department of Trade & Industry, with office address at Golden Shell Pavilion, Sen. Gil J. Puyat Avenue cor. Roxas Boulevard, Pasay City, Philippines;
2. At the Regular Board Meeting of the CITEM Board of Governors held on 06 July 2017, with a quorum was present, the Board unanimously passed the following resolution:

(Res. No. BM 2017-07-07)

(Res. No. BM 2017-07-08)

ATTY. ANNA GRACE I. MARPURI
Corporate Board Secretary

NOTARY PUBLIC

ASIA'S ETHNIC FOOD & INGREDIENTS SHOW
IFEX



HALLONE