



15 January 2019

MR. RAMON M. LOPEZ

DTI Secretary and CITEM Chairman

MS. PAULINA SUACO-JUAN

Executive Director

CENTER FOR INTERNATIONAL TRADE

EXPOSITIONS AND MISSIONS (CITEM)

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

Sen. Gil. J. Puyat Ave., Makati City

RE : TRANSMITTAL OF 2019 PERFORMANCE SCORECARD

Dear Secretary Lopez and Executive Director Suaco-Juan,

This is to formally transmit the 2019 Charter Statement and Strategy Map (**Annex A**) and 2019 Performance Scorecard (**Annex B**) of CITEM. The same is to be posted in CITEM's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The CITEM-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letter dated 27 September 2018² were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 21 November 2018 and evaluation of revised documents submitted through its letter dated 11 December 2018³.

We take this opportunity to **REMIND** CITEM that Item 5 of GCG Memorandum Circular No. 2017-02⁴ mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.

Chairman


MICHAEL P. CLORIBEL
Commissioner


MARITES C. DORAL
Commissioner

¹ Code of Corporate Governance for GOCCs dated 28 November 2012.

² Officially received by the Governance Commission on 28 September 2018.

³ Officially received by the Governance Commission on 13 December 2018.

⁴ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.



By 2023, CITEM is a globally recognized export promotion authority that brings Philippine products and services in priority markets.

I-CaRe

Innovate

Capacitate

Resonate

VISION

THEMES

FINANCE

STAKE-
HOLDERS

INTERNAL
PROCESS

LEARNING
& GROWTH

MISSION

CORE
VALUES

Ensure Financial Sustainability

Improve Stakeholders Satisfaction

Increase Stakeholder Awareness

Institutionalize CITEM Program to Enable a Strong and Empowered SME Sector

Improve Organizational Efficiency

Enhance the 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 EXPOSTIONS AND MISSIONS (CITEM)

		Component				Baseline Data		Target	
		Objective/Measure	Formula	Weight	Rating System	2016	2017	2018	2019
FINANCIAL	SO 1	Ensure Financial Sustainability							
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	20%	Actual/Target x Weight If less than 40% = 0%	28.50%	42.87%	45%	54%
	SM 2	Budget Utilization Rate	Total Disbursement (net of PS) / Total DBM Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	-	-	-	Not lower than 90% but not exceeding 100%
			Sub-total	30%					
STAKEHOLDERS	SO 2	Improve Stakeholders Satisfaction							
	SM 3	Percentage of Returning SMEs (Exhibitors) in Signature Events	Returning Exhibitors/Total Exhibitors	10%	(Actual / Target) x Weight 0% = If less than 46%	47.76% (309 out of 647 exhibitors)	54.13%	50%	50%
	SM 4	Percentage of Satisfied Customers	Number of Respondents who gave a rating of at least Satisfactory/Total Number of Respondents	10%	(Actual/Target) x Weight 0% = If less than 80%	95.12% of the participants is satisfied	Reported accomplishment cannot be validated	95% of respondents gave a rating of at least Satisfactory	95%

		Component				Baseline Data		Target	
		Objective/Measure	Formula	Weight	Rating System	2016	2017	2018	2019
	SO 3	Increase Stakeholder Awareness							
	SM 5	Number of Trade Buyers Attending Export Promotion Events	Number of Actual Trade Buyer Attendees	10%	All or Nothing	16,363	15,308	17,181 ¹	Minimum of 16,363 ²
			Sub-total	30%					
INTERNAL PROCESS	SO 4	Institutionalize CITEM Program to Enable a Strong & Empowered SME Sector							
	SM 6	Implementation of the Subsidy Graduation Policy	Actual Accomplishment	10%	5% = Roll out and implementation 10% = Recommendation paper based on the result of roll out and consultations made	-	1 Policy Matrix for Exhibitor Graduation approved by the Board on 21 February 2018	Roll-out Guidelines on the Subsidy Graduation Policy	Submission of the Recommendation report, based on the result of roll out and consultations made, to the Board
	SM 7	Enhanced Integrated Approach to Export Promotion	Actual Accomplishment	15%	All or Nothing	-	-	Board-approved Medium-Term Exhibitors' Development Plan	Implemented 100% of the deliverables in the Medium-Term Exhibitors' Development Plan
			Sub-total	25%					

¹ All events targeted in the GAA (local signature and non-signature events and overseas trade fairs)

² Based on 2019 National Expenditure Program

Component					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019	
LEARNING AND GROWTH	SO 5	Improve Organizational Efficiency							
	SM 8	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	ISO 9001:2008 Readiness Assessment Report	No ISO 9001:2015 Certification	Pass Surveillance Audit for ISO 9001:2015 Standards	Pass Surveillance Audit for ISO 9001:2015 Standards
	SO 6	Enhance the Competencies of the CITEM Workforce							
	SM 9	Percentage of Employees Meeting Required Competencies	Actual accomplishment ³	10%	All or Nothing	Competency Matrix and Position Profiles	Management – 73% Technical – 59%	Address Competency Gap of Employees assessed in 2017 and Complete 100% Assessment of Employees	Improvement in the Competency Baseline of the Organization
		Sub-total		15%					
		Total		100%					

³ Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\sum_{b=1}^B \left[\frac{\sum_{a=1}^A \left(\frac{\text{Actual Competency Level}}{\text{Required Competency Level}} \right)_a}{A} \right]_b$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled

SECRETARY'S CERTIFICATE

KNOW ALL MEN BY THESE PRESENTS:

I, **ATTY. ANNA GRACE I. MARPURI**, Filipino, of legal age, and with office address at the Center for International Trade Expositions and Missions, Sen. Gil J. Puyat cor. Roxas Boulevard, Pasay City, Philippines, do hereby certify that:

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 16 November 2018, with a quorum was present, the Board unanimously passed the following resolution:

"RESOLVED, that the Proposed 2019 Balanced Scorecard for CITEM subject to negotiation with the Governance Commission for GOCCs (GCG), being in order is hereby APPROVED

(Res. No. BM 2018-11-10)

"RESOLVED FURTHER, the CITEM Management is given continuing authority to negotiate and/or renegotiate with the GCG on CITEM's 2019 Performance Scorecard and Commitment, being in order, is hereby APPROVED"

(Res. No. BM 2018-11-11)

RESOLVED FURTHER, the CITEM Management is hereby authorized to sign, represent and enter into a Performance Agreement Negotiation (PAN), in behalf of the CITEM Board, subject to ratification of the Board, being in order, is hereby APPROVED".

(Res. No. BM 2018-11-12)

RESOLVED FURTHERMORE, the CITEM Management is hereby granted continuing authority, in behalf of the CITEM Board, to represent before the GCG concerning its ANNUAL PERFORMANCE NEGOTIATION AGREEMENT; and to negotiate, propose appropriate necessary strategic measures and objectives; to negotiate, renegotiate, sign any documents; and enter into a Performance Agreement Negotiation (PAN), subject to ratification of the Board, being in order, is hereby APPROVED".

(Res. No. BM 2018-11-13)

IN WITNESS WHEREOF, I have affixed my signature on this 28th day of November 2018 at CITEM, Pasay City.


ATTY. ANNA GRACE I. MARPURI
Corporate Board Secretary

DEC 07 2018

SUBSCRIBED AND SWORN to before me this _____ day of November 2018 at Pasay City, Philippines, affiant exhibiting to me her competent evidence of identity IBP Roll No. 48441, valid until date.


ATTY. JOSEPHINE LAPLALA-ABADEJOS

NOTARY Public
Until December 31, 2019

PTB No. 5928873 / 01/09/2016 / PPLM
IBP No. 1082648 / 12/05/2017 / PPLM
Roll No. 50555

Pasay City, Metro Manila

MCLE Compliance No. V-00021219

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