



09 February 2021

MR. RAMON M. LOPEZ

Secretary, Department of Trade and Industry (DTI)
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 THE RECALIBRATED
2020 PERFORMANCE SCORECARD**

Dear Secretary Lopez and Executive Director Suaco-Juan,

This refers to the CITEM's proposed Recalibration of its 2020 Performance Scorecard pursuant to the GCG's 04 September 2020 Notice to Stakeholders.¹

Under the said Notice, the GCG required the submission of the "*Board Resolution approving the recalibration and the documents to be submitted.*" However, upon review of the submitted documents in CITEM's letter dated 28 September 2020², we found that CITEM did not submit a Board Resolution approving the proposal. In our letter dated 22 October 2020³, the GCG requested CITEM to submit the Board Resolution in accordance with the 04 September 2020 Notice to Stakeholders; to date, however, no submission has been made. Further, it should be noted that in the Notice to all GCG Stakeholders dated 04 September 2020, the respective targets, weights, and rating scales pertaining to the Customer Satisfaction Survey, ISO Certification and Employees Meeting Required Competencies shall be retained.

In view thereof, CITEM is directed to resubmit its 4th Quarter Monitoring Report based on the Recalibrated 2020 Performance Scorecard attached herewith as **Annex A**, and signed (actually/electronically) by the majority of the members of the Governing Board, **within thirty (30) days** from receipt of this letter.

FOR CITEM'S INFORMATION AND GUIDANCE.

Very truly yours,

Digitally signed by:
CHAIRMAN SAMUEL G. DAGPIN, JR.

Digitally signed by:
COMMISSIONER MICHAEL P. CLORIBEL

Digitally signed by:
COMMISSIONER MARITES C. DORAL

cc: **COA Resident Auditor – CITEM**

¹ Sent to CITEM through email dated 09 September 2020.

² Received thru e-mail by Ms. Jaena M. Rosal on 01 October 2020, 1:58 AM. Officially received by the Governance Commission on 01 October 2020.

³ Officially received by the CITEM on 29 October 2020.

PES Form 1 - CITEM 2020 Charter Statement and Strategy Map

PES Form 2- Recalibrated 2020 Performance Scorecard (*Annex A*)

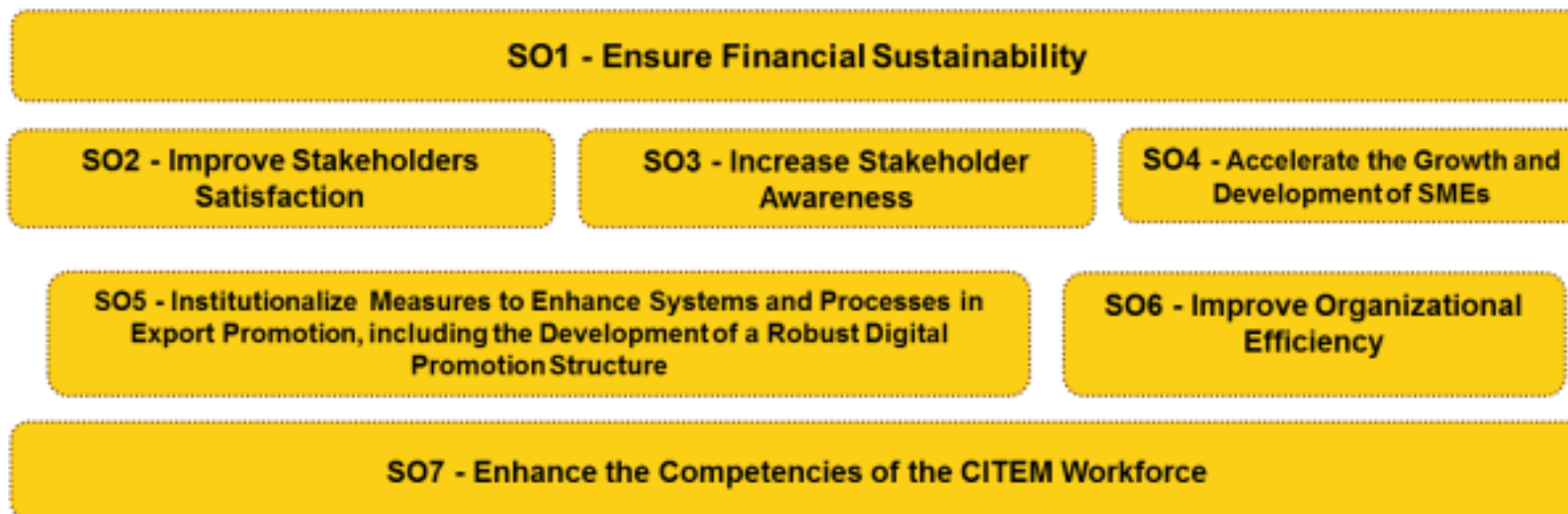
CITEM 2020 CHARTER STATEMENT & STRATEGY MAP



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



I-CaRe
Innovate Capacitate Resonate



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

**Stakeholder centric, Excellence, Resource stewardship, Versatility,
Empowerment
We SERVE.**

**CENTER FOR INTERNATIONAL TRADE EXPOSTIONS AND MISSIONS (CITEM)
Recalibrated 2020 Performance Scorecard**

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
FINANCIAL	SO 1	Ensure Financial Sustainability							
	SM 1	Cost Recovery Ratio	$\frac{\text{Revenue from Completed Projects}}{\text{Operations Budget}}^1$	20%	$\frac{\text{Actual/Target}}{\text{Weight}}$	N/A	N/A	N/A	<u>10%</u>
	SM 2	Budget Utilization Rate	Total Obligations (net of PS) / Total DBM Approved Corporate Operating Budget (net of PS)	10%	All or Nothing	N/A	N/A	N/A	Not lower than 90% but not exceeding 100%
			Sub-total	30%					
STAKEHOLDERS	SO 2	Improve Stakeholders Satisfaction							
	SM 3a	Percentage of Satisfied Customers (Exhibitors)	Number of Respondents who gave a rating of at least Satisfactory / Total Number of Respondents ²	5%	$(\text{Actual/Target}) \times \text{Weight}$ If less than 80% = 0%	-	83.74%	95%	90%
	SM 3b	Percentage of Satisfied Customers (Attendees)		5%					90%
	SO 3	Increase Stakeholder Awareness							
SM 4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	10%	$(\text{Actual/Target}) \times \text{Weight}$	15,308	5,294	Minimum of 16,363	<u>3,520</u> (buyers only, unique count)	

¹ Excluding preparatory expenses of projects for the following year

² Respondents shall include exhibitors and attendees from the locally-organized events by CITEM such as Manila Fame October, SSX: Food and Beverage and Create Philippines

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
	SM 5	Increase PR Value	Total PR Value for CITEM's 2020 Projects	15%	(Actual/Target) x Weight	-	-	-	₱230 Million
	SO 4	Accelerate the Growth and Development of SMEs							
	SM 6	Increase Designs Developed	Actual Accomplishment	5%	(Actual / Target) x Weight	-	-	-	420
	SM 7	Implementation of the Subsidy Graduation Policy	-	-	-	-	-	-	Measure excluded
			Sub-total	40%					
INTERNAL PROCESS	SO 5	Institutionalize Measures to Enhance Systems and Processes in Export Promotion, including the Development of a Robust Digital Promotion Structure							
	SM 8	Percentage Completion of the ISSP	Number of Deliverables Attained ³ / Total Number of Deliverables ⁴	15%	(Actual / Target) x Weight	-	-	-	100% Attainment of 2020 Deliverables (based on DICT-approved ISSP 2019-2020) ⁵
	SO 6	Improve Organizational Efficiency							
	SM 8	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	No ISO 9001:2015 Certification	Continued certification under the ISO 9001:2015 Standards was recommended by the AJA Registrars after conduct of the Surveillance Audit	Pass Surveillance Audit for ISO 9001:2015 Standards	ISO 9001:2015 Recertification
			Sub-total	20%					

³ At least 50% completion per system.

⁴ Does not include systems without budget

⁵ CITEM's DICT-approved ISSP already includes, among others, the development of the Digital Trade and Community Platform System.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
LEARNING & GROWTH	SO 7	Enhance the Competencies of the CITEM Workforce							
	SM 9	Percentage of Employees Meeting the Required Competencies	Actual Accomplishment	10%	All or Nothing	Management – 73% Technical – 59%	Competency Assessment Result not acceptable Competency Gaps of Employees not addressed	Improvement in the Competency Baseline of the Organization	Establish Competency Baseline ⁶
		Sub-total		10%					
		Total		100%					

⁶ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^B \frac{\sum_{a=1}^A \text{Actual Competency Level}_a}{\text{Required Competency Level}_a}}{B} \text{ where: } a = \text{Competency required, } A = \text{Total number of competencies required of position, } b = \text{Personnel profiled, } B = \text{Total number of personnel profiled}$$