



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS
AND MISSIONS**

CITEM MANDATE

To market and promote the Philippines
as a reliable source of
QUALITY export products and services
in the **GLOBAL** market
through professionally-managed
TRADE FAIRS & MISSIONS
and other
EXPORT PROMOTIONS PROGRAMS

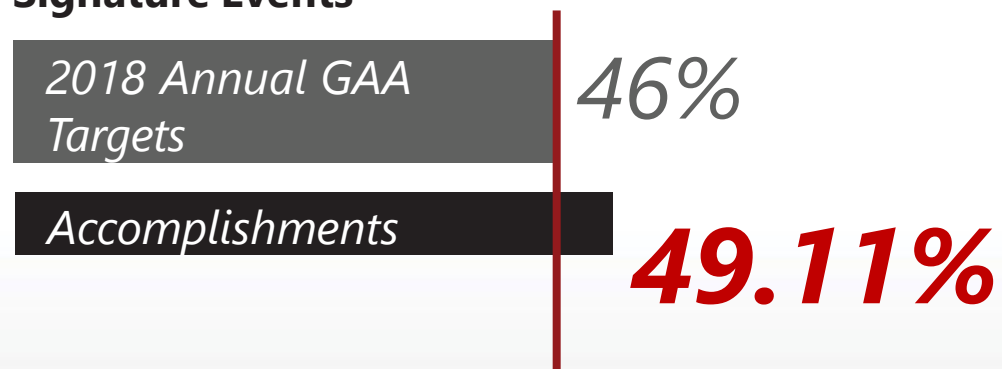
EO 989 October 1984 (*creation of PhilTrade*)

EO 133 February 1987 (*reorganization of DTI*)

EO 242 July 1987 (*merger of CITEM, Inc and PhilTrade*)

JANUARY-OCTOBER 2018 PERFORMANCE

Percentage of returning SMEs in Signature Events*



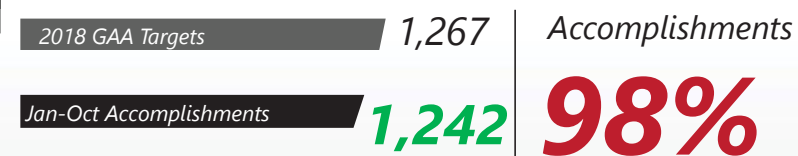
OUTPUT INDICATORS



Total Export Orders



Number of SMEs participating in Export Promotion Activities



Number of Trade Buyers attending Export Promotion Events





JAN - OCTOBER 2018 Accomplishments

SIGNATURE EVENTS

We bring the world to the SME's

IFEX
PHILIPPINES

www.ifexphilippines.com

| | Exhibitors Assisted | Buyer Attendance | Potential Export Sales | Local Sales |
|---|---------------------|------------------|------------------------|---------------------|
| Manila FAME April and October, and IFEX Philippines | 1,146 | 5,294 | USD 97.742M | Php 161.887M |



DESIGN COMMUNE DESIGNERS

L-R: Tony Gonzales, Detlef Klatt, Tes Pasola, Josef Crisanto, and Reine Shih



JAN-OCTOBER 2018

Accomplishments

OVERSEAS FAIRS

Go where the buyers are

| Projects | Companies Assisted | Buyer Inquiries | Potential Export Sales |
|---|--------------------|-----------------|------------------------|
| <p>10 <u>Overseas Fairs</u></p> <p>Ambiente, Winter Fancy Food Show, Gulfood, Foodex, INDEX Dubai, Taipei Int'l Food Show, Automechanika, Maison&Objet, CAEXPO, SIAL Paris</p> | 206 | 12,817 | USD 266.823M |



WINTER FANCY FOOD SHOW



AMBIENTE



GULFOOD



FOODEX



INDEX



TAIPEI FOOD SHOW

2ND SEMESTER 2018 PERFORMANCE

364

EXHIBITORS
FROM 18 REGIONS IN THE
PHILIPPINES AND 9 COUNTRIES
WITHIN ASIA

6,847

VISITORS

TOP 5 VISITING
COUNTRIES

United States
Japan
Australia
Hong Kong
Singapore

2,184

TRADE BUYERS

37% increase from
October 2017's 1,597

DESIGN & LIFESTYLE SHOW



USD4.81M

EXPORT SALES

29% decrease from October 2017's
USD6.866M

15,614

JOBS SUPPORTED

CAPACITY BUILDING PROGRAM

800

NEW PRODUCTS
DEVELOPED AND
LAUNCHED

90

PARTICIPATING
COMPANIES

15

EXPORT COACHING
SESSIONS
CONDUCTED TO 151
COMPANIES



| Particulars | Targets | Accomplishments | % Accomplished |
|------------------------|-----------|-----------------|----------------|
| Number of Exhibitors | 350 | 364 | 104% |
| Total number of Buyers | 1,670 | 2184 | 131% |
| Reported Export Sales | USD7.2M | USD4.811M | 67% |
| B2B Domestic Sales | PhP30.00M | PhP38.929M | 130% |

DESIGN COMMUNE



DESIGN & LIFESTYLE SHOW
2018 **MANILA** MFApril2018
FAME
WORLD TRADE CENTER METRO MANILA
ROXAS BLVD., PASAY CITY
PHILIPPINES

19-21
10
OCTOBER

DESIGN COMMUNE



KATHA AWARDS WINNERS



Best Product Design – Furniture
Bench Bark by Tagum Agricultural
Development Corp. (TADECO)



Best Product Design - Lamps & Lighting
Ikat Lamp by Hacienda Crafts Company, Inc



Best Product Design - Home Décor
Flower Box by Native Crafts and Arts Ind., Inc.



Best Product Design - Festive/Seasonal Décor
Pinoy Tree of Life by Touch of Craft, Inc.

KATHA AWARDS WINNERS



Best Product Design - Fashion
Case Portable 9 by S.C. Vizcarra, Inc.



Best Booth Display
Tagum Agricultural Development Corp. (TADECO)



Special Citation: Eco-Design Award
Pipes by Red Slab Pottery



People's Choice Award
Kalabaw Rocker by Quickstitch Embroidery

50

Out of 30 target
**PORTFOLIO
EXHIBITORS**

53

**BUSINESS MATCHING
AND CONSULTATION
MEETINGS CONDUCTED**

214

**MASTERCLASS
DELEGATES**

11

**MASTERCLASS
SPEAKERS**

"People who have so little but are willing to give so much. That pretty much sums up the generosity of the Filipinos I've met on this trip so far to #Manila and #Cebu."

It compels me to do more. To give more of my time and resources to help in any way I can. My trip isn't over yet but I'm already thinking about what I will do when I return to our studio in LA."



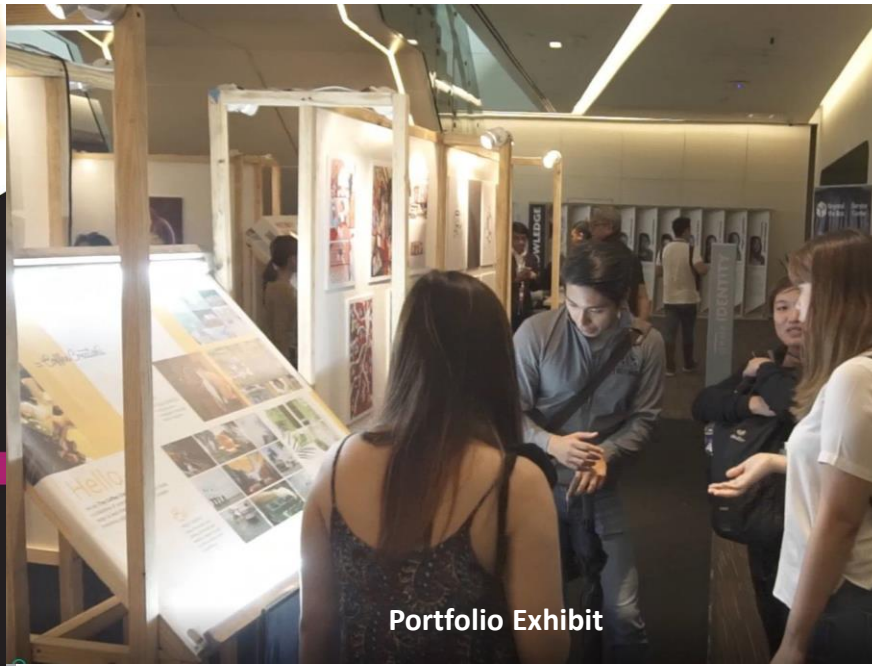
CHRIS DO



"Brands are not just names. They are actually designs."

by Paolo Mercado

Learning Sessions + Masterclass



Portfolio Exhibit



Business Matching



7-11 September 2018
Paris, France

| | Targets | Accomplishments | % Accomplished |
|---------------------------|-----------|-----------------|----------------|
| NO. OF COMPANIES ASSISTED | 10 | 8 | 80% |
| INQUIRIES RECEIVED | 379 | 820 | 216% |
| EXPORT SALES REPORTED | USD1.365M | USD1.822M | 133% |

Exclusive distributorship offers...

CARAVANE

CMO Paris

Creative Lighting

Qatar Museum Gift Shops

Bahrain Palace





Participation Format: Institutional Participation

Country Theme: Partner Philippines: Building Value Together

Pavilion Size: 60sqm

108

**INQUIRIES
and**

116

contacts

Promotion of 8 companies:

IMI, URATEX - Bus Seats, Roberts Automotive and Industrial Parts Manufacturing Corporation, Tri-R Allied Industries, Inc., JTEKT Philippines Corporation, Tsukiden, BF Metal, and P & R Parts & Machineries, Inc.



| | Targets | Accomplishments | % Accomplished |
|---------------------------|---------|-----------------|----------------|
| NO. OF COMPANIES ASSISTED | 100 | 70* | 70% |
| INQUIRIES RECEIVED | 7,000 | 28,580** | 408% |
| INQUIRIES RECEIVED | 7,000 | 7,346*** | 105% |
| EXPORT SALES REPORTED | USD26M | USD22.14M | 85% |

*Partner agencies/LGUs were not able to deliver the required no. of group participants

**Based on reported estimated visitor attendees, subject to validation

*** Based on the submitted highlights report

ACTION SHOTS AT THE COMMODITY PAVILION



THE PHILIPPINE INVESTMENT PROMOTION CONFERENCE

Awards Received:

- Best Featured City of Charm Pavilion: Tarlac Province
- Best Exhibitor Organizer
- Best Promotion on Investment Cooperation
- Excellent Organization Prize



B2B AT THE NATIONAL PAVILION



BUSINESS MEETING

| | Targets | Accomplishments | % Accomplished |
|---------------------------|-----------|------------------|----------------|
| NO. OF COMPANIES ASSISTED | 24 | 27 | 113% |
| INQUIRIES RECEIVED | 440 | 575 | 131% |
| EXPORT SALES REPORTED | USD36.15M | USD51.00M | 141% |

Top Selling Products

1. Tuna
2. Coconut products
3. Banana chips
4. Dried mangoes

Highlights:

A cooking demo by Chef-Consultant Ms. Bea Bautista-Nitard who showcased the ingenious ways Philippine food ingredients can be used/applied in the French cuisine.



PHILIPPINE PAVILION

JANUARY-OCTOBER 2018 Accomplishments

CITEM CA|RES

CAPABILITY & RESPONSIVENESS PROGRAM FOR EXHIBITORS

530

COMPANIES ASSISTED
under CITEM's Capability
building programs



EXPORT COACHING



PRODUCT DEVELOPMENT PROGRAM



STATUS OF REMAINING 2018 PROJECTS



1st China International Import

5-10 November 2018
Shanghai, China

| | Targets | Accomplishments | % Accomplished |
|-------------------------------|---------------|--------------------|-------------------|
| NO. OF COMPANIES ASSISTED* | | 40 | |
| INQUIRIES RECEIVED | 10,000 | To follow | |
| EXPORT SALES REPORTED | USD10M | USD36.375M* | 364% |

**Initial report*

OTHER SIGNIFICANT RESULTS for participants:

1. Pre-fair and fair proper media
2. Joint venture agreements with Chinese companies.
3. Possible cooperation in future private labels.
4. Met a lot of interested agents, importers, restaurant chains, supermarket chains and distributors.

Top Selling Products

1. Coconut products
2. Dried mangoes
3. Muscovado

40

EXHIBITORS

FROM DIFFERENT SECTORS:

*Food and agricultural products (31);
Consumer goods (2); Service enterprises (6);
Automobile parts (1)*

and **10** Universities



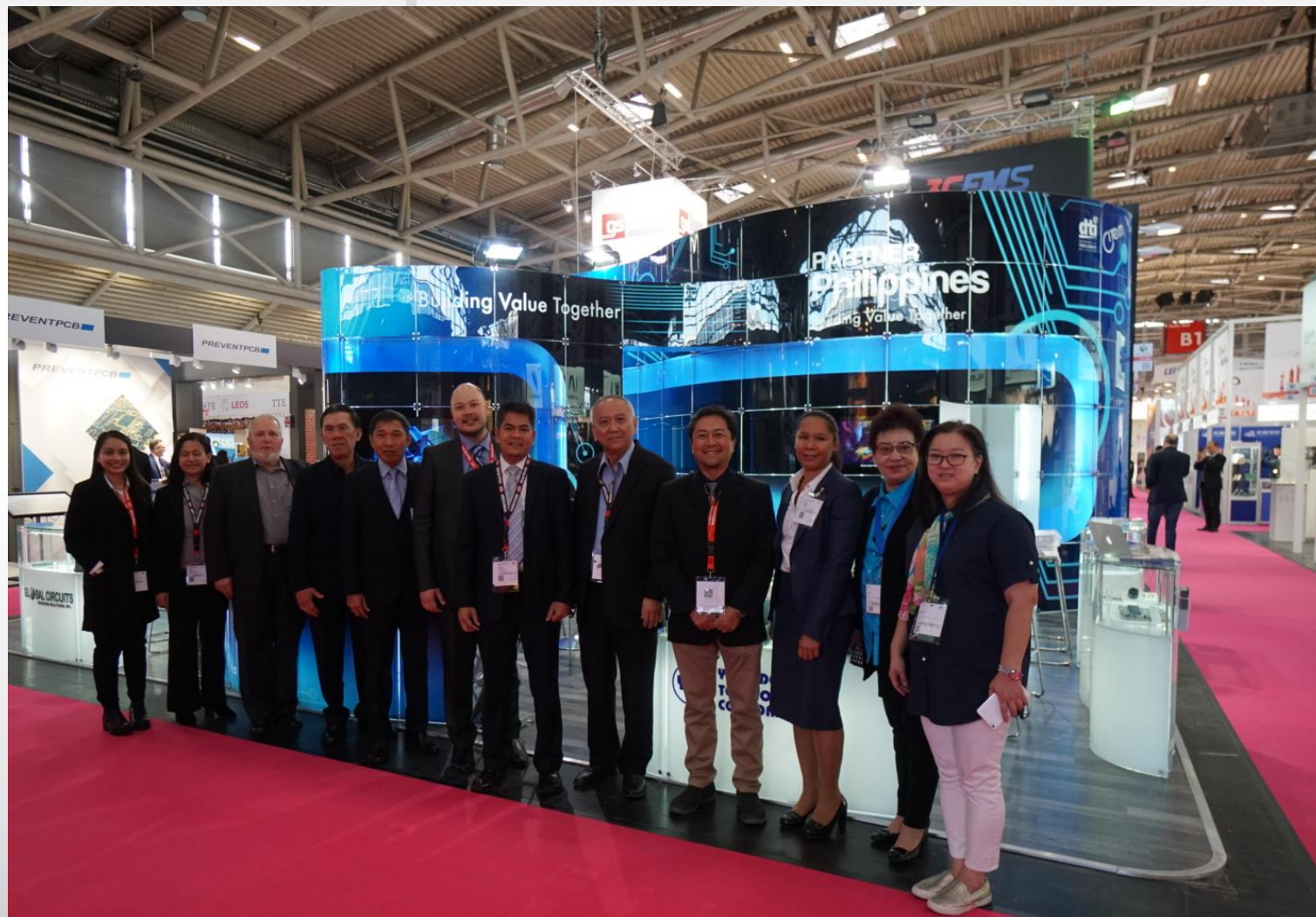
5

Out of 12 target

EXHIBITORS

will highlight the country's
lucrative trade and investment
opportunities in electronics and
electrical exports

**In partnership
with the
BOARD OF INVESTMENTS
AND PTIC-BERLIN**



13

Out of 15 target
EXHIBITORS

Engaged Design
Director **Mr. Kohei
Takata**, to help
companies develop
products suitable to
the Japanese market



Azcor Lighting Systems, Inc.



Designs Ligna, Inc.



Southeast Metro Arts Inc.



Natures Legacy Eximport, Inc.



Albero



Coast Pacific Manufacturing Corp.



Vivere Lifestyles Co., Inc.



South Sea Veneer Corporation



Basket and Weaves



Natural Craft Connection Enterprise



JANUARY

WINTER FANCY FOOD SHOW
San Francisco, USA
13 - 15 January

FEBRUARY

AMBIENTE
Frankfurt, Germany
08 - 12 February

GULFOOD
Dubai, UAE
18 - 21 February



MARCH

FOODEX
Chiba, Japan
05 - 08 March



2019

CALENDAR OF EVENTS

APRIL

HANNOVER MESSE
Hannover, Germany
01 - 05 April

MANILA FAME

MANILA FAME
Manila, Philippines
25 - 27 April

MAY

IFEX PHILIPPINES

IFEX PHILIPPINES
Manila, Philippines
24 - 26 May

JUNE

TAIPEI INTERNATIONAL FOOD SHOW
Nangang, Taipei
27 - 30 June

CEBIT HANNOVER
Hannover, Germany
24 - 28 June

SUMMER FANCY FOOD SHOW
New York, USA
30 June - 02 July



AUGUST

MAGIC LAS VEGAS
Las Vegas, USA
13 - 15 August

20

CALENDAR

SEPTEMBER

CREATE Philippines

CREATE PHILIPPINES
Manila, Philippines
TBA

MAISON ET OBJET PARIS
Paris, France
TBA

CHINA ASEAN - EXPO
Nanning, Guangxi, China
TBA



INDEX DUBAI
Dubai, UAE
16 - 18 September

MANILA FAME

MANILA FAME
Manila, Philippines
17 - 19 October

OCTOBER

ANUGA
Germany
05 - 09 October

TAIWAN-PHILIPPINES CRAFT CULTURAL COOPERATION CRAFTS EXCHANGE PROGRAM
Manila, Philippines
17 - 19 October

NOVEMBER

INTERNATIONAL FURNITURE FAIR TOKYO
Tokyo, Japan
TBA

CHINA INTERNATIONAL IMPORT EXPO
Shanghai, China
TBA



DECEMBER

BUSINESS OF DESIGN WEEK
Hongkong
TBA

Thank you!