



CITEM PERFORMANCE

January-November 2019



JAN-NOV 2019 ACCOMPLISHMENTS



4 Signature Events
14 Overseas Fairs

100%^{1/}

1,532 Companies Assisted

115%



USD 555.83 M
In Exhibitor Export Sales

165%

^{1/} accomplishment rate vs. target



JAN-NOV 2019 ACCOMPLISHMENTS



PHP 254.549 M
Domestic Sales

49%^{4/}

10,005 Foreign & Local Trade
Buyers Connected

105%^{2/}



17,463 Trade Inquiries

105%^{3/}

^{2/} Based on DBM target of 9,505 trade buyers; As encoded in CITEM's Visitors Profile System

^{3/} As reported by Project Officers

^{4/} IFEX Target was based on IFEX 2017 that has an APEC component



JAN – NOV 2019 ACCOMPLISHMENT REPORT

SIGNATURE EVENTS

	EXHIBITORS		TRADE BUYERS		EXPORT SALES (in million USD)		DOMESTIC SALES (in million PHP)	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
69th Manila FAME 25-27 April; WTCMM	300	347 (116%)	1,600	1,895 (118%)	6.5	4.75 (73%)	30	40.69 (136%)
13th IFEX Philippines NXTFood Asia 24-26 May; WTCMM	696	625 (89.8%)	2,301	1,694 (73.6%)	202	168.377 (83.4%)	456*	129.51 (28.4%)
70th Manila FAME 17-19 October; WTCMM	365	385 (105%)	2,000	2,187 (109%)	7.50	4.351 (58%)	30	84.317 (281%)
3rd CREATE Philippines 19-21 September CCP Manila	20	29 (145%)	50	113 (226%)	.01	.027 (26.9%)	Trade Inquiries	
							-	253

*IFEX Target was based on IFEX 2017 that has an APEC component



JAN – NOV 2019 ACCOMPLISHMENT REPORT OVERSEAS FAIRS (HOME AND FASHION)

	EXHIBITORS		TRADE INQUIRIES		EXPORT SALES (in million USD)	
	Target	Actual	Target	Actual	Target	Actual
Ambiente 8-12 February; Frankfurt, Germany	25	24 (96%)	600	370 (61%)	2.50	3.10 (124%)
Project Womens Las Vegas 12-14 August; Las Vegas, NV, USA	12	8 (66%)	240	224 (93%)	0.791	0.060 (7%)
Maison&Objet Paris 6-10 September; Paris, France	10	13 (130%)	398	970 (243%)	2.756	1.775 (64%)
Index Dubai 16-18 September; Dubai, UAE	12	7 (58%)	1053	227 (21%)	2.904	0.659 (22%)
Premiere Classe 27-30 September; Paris, France	6	7 (116%)	200	57 (28%)	0.500	0.731 (146%)



JAN – NOV 2019 ACCOMPLISHMENT REPORT OVERSEAS FAIRS (FOOD)

	EXHIBITORS		TRADE INQUIRIES		EXPORT SALES (in million USD)	
	Target	Actual	Target	Actual	Target	Actual
Winter Fancy Food Show 13-15 January; San Francisco, CA, USA	20	13 (65%)	460	464 (100%)	57	37.661 (66%)
Gulfood 17-21 February; Dubai, UAE	24	25 (104%)	1300	1216 (93%)	90	83.20 (92%)
Foodex 5-8 March; Chiba, Japan	18	16 (88%)	425	355 (83%)	17.960	45.527 (253%)
MIHAS 3-6 April; Kuala Lumpur, Malaysia	20	24 (120%)	268	319 (119%)	10	11.930 (119%)
Taipei Int'l Food Show 19-22 June; Nangang, Taiwan	18	11 (61%)	460	189 (41%)	20	22.77 (113%)
Summer Fancy Food Show 23-25 June; New York, NY, USA	10	9 (90%)	250	189 (75%)	8	5.243 (65%)
ANUGA 5-9 October; Cologne, Germany	24	36 (150%)	700	978 (139%)	66	31.851 (48%)



JAN – NOV 2019 ACCOMPLISHMENT REPORT OVERSEAS FAIRS (INSTITUTIONAL)

	EXHIBITORS		TRADE INQUIRIES		EXPORT SALES (in million USD)	
	Target	Actual	Target	Actual	Target	Actual
China-ASEAN Expo 20-23 September; Nanning, Guangxi, China	100	51 (51%)	7700	1832 (23%)	28.60	12.598 (44%)
China Int'l Import Expo November; Shanghai, China	50	32 (64%)	1500	5022 (334%)	10.5	141.21 (1344%)



Feb

- **Ambiente** | Frankfurt, Germany | 07 - 11 Feb
- **Biofach** | Nuremberg, Germany | 12 - 15 Feb
- **Chocoo Chocolate Festival and Business Events** | Amsterdam, Netherlands | 19-23 Feb
- **Gulfood** | Dubai, UAE | 16 - 20 Feb



Sep

- **China-ASEAN Expo** | Nanning, Guangxi, China | 18 - 21 Sept
- **Index Dubai** | Dubai, UAE | 15 - 17 Sep
- **Interior Lifestyle China** | Shanghai, China | 10 - 12 Sep
- **Maison&Objet Paris** | Paris, France | 04 - 08 Sep



Mar

- **Food Hotel Asia** | Singapore | 31 Mar - 03 Apr
- **Foodex** | Chiba, Japan | 10 - 13 Mar
- **South by South West** | Austin Texas, USA | 13 - 22 Mar



Oct

- **Premiere Classe** | Paris, France | 02 - 05 Oct
- **SIAL Paris** | Paris, France | 18 - 22 Oct
- **Manila FAME** | Manila, Philippines | Oct *



Apr

- **Fuorisalone at Milan Design Week** | Milan, Italy | 21 - 26 Apr
- **Malaysia International Halal Showcase** | Kuala Lumpur, Malaysia | 01 - 04 Apr



Nov

- **China International Import Expo** | Shanghai, China | 05 - 10 Nov
- **Electronica** | Munich, Germany | 10 - 13 Nov



May

- **Beauty World** | Dubai, UAE | 31 May - 02 Jun
- **Sustainability Solutions Expo // Food & Beverage** | Manila, Philippines | 21 - 23 May



Dec

- **SIAL Middle East** | Abu Dhabi, UAE | Dec *



Jun

- **Summer Fancy Food Show** | New York, USA | 28 - 30 Jun
- **Taipei International Food Show** | Nangang, Taiwan | 17 - 20 Jun
- **Create Philippines** | Manila, Philippines | Jun *

