

TITLE: ENDORSEMENT OF THE PROPOSED PROJECTS FOR FY 2020

1. **OBJECTIVE:** To seek board approval on CITEM's Proposed Projects for FY 2020.

2. **FACTS:**

2.1. Last 28 June 2019, at the Regular Board Meeting of the CITEM Board of Governors, with a quorum, the Board unanimously approved CITEM's Corporate Operating Budget (COB) and Work Program for FY 2020. CITEM's Proposed COB for FY 2020 is **P397.974M** comprised of the following funding sources:

NG Subsidy -	P278.479M
Corporate Income -	P100.345M
Prior Year Savings -	P 19.150M
Total	P397.974M

2.2. Whereas, the total DBM-recommended budget for FY2020 amounting to **PhP278.479M** will be allocated for the following:

2.2.1. Operations: Implementation of various export promotional projects that will assist local SME exporters, designers and manufacturers in the global market, and contribute to the attainment of inclusive economic growth;

2.2.2. Support to Operations: to cover institutional management support services such as Corplan, PR & Marketing and IT Services;

2.2.3. General & Administrative Services: covers Office Management & Maintenance expenses.

Operations	P 214.512M
Support to Operations	33.629M
General & Administrative Services	30.338M
Total	P278.479M

2.3. Whereas, CITEM shall implement the following proposed export promotional projects in FY 2020:

Export Promotional Projects	Budget, under Operations
Two (2) International Shows / Regular Signature Events in Manila: Manila FAME October and CREATE Philippines;	P36.950M
21 Overseas Trade Fairs (OTFs) in target markets, namely: Europe, North America, Middle East, ASEAN and East Asia including China, Japan and Taiwan;	P145.229M
New event/project in Manila for the eco-sustainability sector: <i>Green Food Asia: The Country's Premiere Sourcing Event for Eco-Solutions & Sustainable Food Products</i> ;	P22.000M
Promotional assistance to MSMEs joining selected fairs in Manila	P10.333M
TOTAL, OPERATIONS	P214.512M

TOTAL, OPERATIONS**P214.512M**

Add: STO Budget for PR & Marketing
Travelling cost

P18.460M
P10.000M

TOTAL BUDGET FOR PROJECTS**P242.972M**

2.4. Whereas, the selection of OTFs was based on:

2.4.1. Product sectors anchored on the Philippine Export Development Plan (PEDP) 2018-2022, as approved by P/RRD on 26 June 2019;

2.4.2. Results of previous participations; and

2.4.3. Recommendations of Trade Representatives based on key export markets.

2.5 Whereas, CITEM will undertake the proposed 21 Overseas Trade Fairs in the following markets:

2.5.1 Europe : 7 OTFs

PROJECTS	VENUE	DATE
1.1 Ambiente	Frankfurt, Germany	8-12 February
1.2 BioFach	Nurnberg, Germany	12-15 February
1.3 Salone Internazionale del Mobile	Milan, Italy	21-26 April
1.4 Maison et Objet Paris	Paris, France	06-10 September
1.5 SIAL Paris	Paris, France	18-22 October
1.6 Salon du Chocolat	Paris, France	November
1.7 Electronica	Munich, Germany	10-13 November

2.5.2 North America : 3 OTFs

PROJECTS	VENUE	DATE
2.1 South by South West (SXSW)	Austin, Texas, USA	13-22 March
2.2 Magic Las Vegas / Project Womens*	Las Vegas, USA	August
2.3 Summer Fancy Food Show with Selling Mission to Virginia DeCA and/or Pop-up Selling Exhibition in New York	New York, USA / Virginia, USA	2-5 June

**or Premiere Classe (September / Paris, France)*

2.5.3 Middle East : 4 OTFs

PROJECTS	VENUE	DATE
3.1 Gulfood with InStore Promotion to Lulu Hypermarket and Carrefour	Dubai, UAE	17-21 February
3.2 Beauty World	Dubai, UAE	31 May – 02 June
3.3 INDEX Dubai	Dubai, UAE	16-18 September
3.4 SIAL Middle East	Abu Dhabi, UAE	December

2.5.4. ASEAN : 2 OTFs

PROJECTS	VENUE	DATE
4.1 Food Hotel Asia	Singapore	31 March to 03 April
4.2 Malaysia International Halal Show	Kuala Lumpur, Malaysia	04-07 April

2.5.5 East Asia : 5 OTFs

PROJECTS	VENUE	DATE
5.1 FOODEX with Selling Mission in Osaka	Chiba, Japan	05-08 March
5.2 Taipei International Food Show	Nangang, Taipei	2-5 June
5.2 Interior Lifestyle Shanghai	Shanghai, China	September
5.3 China-ASEAN Expo with Food Selling Mission	Nanning, Guangxi, China	September
5.4 China International Import Expo	Shanghai, China	November

2.6 The sectors to be promoted in these OTFs are:

SECTOR	NO. OF PROJECTS
6.1 Home & Fashion Lifestyle	6
6.2 Food	9
6.3 Other Industries	6

3. RECOMMENDATION:

For the Board to approve the Proposed FY 2020 Projects based on DBM-recommended Subsidy of P278.479M.

RECOMMENDING APPROVAL:



PAULINA SUACO-JUAN
Executive Director




MA. LOURDES D. MEDIRAN
Deputy Executive Director




ANNA GRACE I. MARPURI
OIC, Corporate Services Department
Board Secretary

APPROVED BY THE BOARD:


SECRETARY RAMON M. LOPEZ
Chairman
Department of Trade and Industry



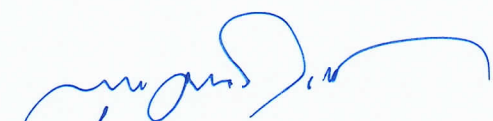
UNDERSECRETARY ABDULGANI M. MACATOMAN
Alternate Chairman
Department of Trade and Industry



MS. JUDY O. KIS-ING
Land Bank of the Philippines



MS. EDNA C. VILLA
Bangko Sentral ng Pilipinas



MARIA MERCEDES G. YACAPIN
National Food Authority



PAULINA SUACO-JUAN
Appointive Member