

**MINUTES OF CITEM BOARD OF GOVERNORS MEETING**

16 November 2018

Center for International Trade Expositions and Missins (CITEM)  
Sen. Gil J. Puyat Ave. cor Roxas Boulevard, Pasay City,

**IN ATTENDANCE:**

**Alternate Chairman**

Nora K. Terrado  
Undersecretary for Trade and Investments Promotion Group (IPG)

**Board Members**

Ms. Wilhelmina C. Mañalac  
Bangko Sentral ng Pilipinas

Ms. Paulina Suaco-Juan  
CITEM

Gloria T. Rigos  
National Food Authority

Emellie V. Tamayo  
Land Bank of the Philippines

**CITEM Officers**

Ms. Ma. Lourdes D. Mediran  
Deputy Executive Director

Wilma Dulay  
Chief, Budget

Atty. Anna Grace I. Marpuri  
Corporate Board Secretary

Jewel Udarbe  
OIC, Corplan

**I. DETERMINATION AND EXISTENCE OF QUORUM**

1. The Corporate Board Secretary determined the existence of a quorum.
2. The Alternate Chairman, Undersecretary Nora K. Terrado, called the meeting to order at 2:05 pm.
3. The Undersecretary welcomed the CITEM Board Members as well as the CITEM officers present in the Board Meeting.
4. LandBank and NFA representatives were considered as Observers capacity short of delegated authority from their respective principals as alternates to the CITEM membership.

## II. APPROVAL AND ADOPTION OF THE AGENDA

### III. MINUTES OF THE PREVIOUS MEETING MATTERS ARISING FROM THE PREVIOUS MEETING

1. Discussion of the Matters Arising from the previous Board meeting and action/s taken by CITEM Management.
2. Notation on the comments, observations, corrections on the Minutes of the Board Meeting held last 13 August 2018;
3. Upon motion duly made and seconded, it was ---

"RESOLVED, that Matters arising from the previous Board Meeting, and the action/s taken by the Management, is hereby NOTED.

(Res. No. BM 2018-11-01)

"RESOLVED, that Minutes of the Previous Board Meeting (13 August 2018), is hereby APPROVED subject to corrections discussed during the Board Meeting;

(Res. No. BM 2018-11-02)

### IV. REPORT ON THE SECOND SEMESTER ACCOMPLISHMENTS

1. Ms. Pauline Suaco- Juan presented to the Board CITEM's 2018 accomplishments covering projects from January to October
2. The accomplishments reported were measured based on the GAA output indicator targets required by the DBM and GCG:

	46%		49.11%
EXPORT ORDERS	USD 320.00M	USD 364.535M	
SMEs participating in Export Promotion Activities	1,267	1,242	98%
Trade Buyers attending export promotion Events	17,181	18.111	105%

3. For CITEM Signature Events, covering 2 Manila FAME and IFEX Philippines:
  - a. 1,146 exhibitors
  - b. 5,294 buyer attendance
  - c. USD 97.742M export sales orders
  - d. PHP 161.887local sales generated on the spot
4. In the implementation of its 10 overseas fairs covering January-October 2018, accomplishments generated:
  - a. 206 companies assisted
  - b. 12,817 buyer inquiries
  - c. USD 266.823M potential sales

- 110 5. Under the CITEM CA/RES program across all industry sectors, ( Capacity and  
111 Responsiveness Program for Exhibitors), it resulted to 530 companies benefited to the  
112 Program.  
113  
114 6. There were 90 companies joining Manila FAME, availed this CA/REs program, which  
115 resulted 900 new products developed and launched in Manila FAME October.  
116  
117 7. 2018 remaining overseas projects that are to be implemented for the last quarter of the  
118 year are as follows:  
119

- 120 a. China International Import Export in Shanghai, China  
121 b. International Furniture Fair Toyo in Tokyo, Japan  
122

- 123 8. Executive Director likewise reported to the Board the 2019 CITEM Work Program that are  
124 to be implemented and executed.  
125  
126 9. Having no more comments and discussion, it was ---  
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128 "RESOLVED, that CITEM's 2018 Accomplishment  
129 Report covering January-October 2018, is hereby  
130 NOTED"  
131

132 (Res. No. BM 2018-11-04)

133 **V. DUBAI 2020**  
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- 135 1. The invitation to participate in Dubai Expo 2020 was formally accepted by the Philippines  
136 through a letter from President Rodrigo Roa Duterte to Sheikh Mohammed Bin Rashid Al  
137 Maktoum, Vice President, Prime Minister and Ruler of Dubai, in April 2018. In this, CITEM  
138 was directed to be the focal unit of the Philippine participation.  
139  
140 2. As the first World Expo to be held in the Middle East, Africa, and South Asia, the Dubai Expo  
141 2020 will provide the opportunity to access a region with a population of more than 3.2 billion.  
142 With the theme *Connecting Minds, Creating the Future*, this underscores the United Arab  
143 Emirates' (UAE) goal of promoting collaborations and partnerships across borders. The Expo  
144 is expected to draw 25 million visitors, 70% of which will be coming from outside the  
145  
146 3. To facilitate the preparations and participation of the Philippines, together with CITEM, the  
147 POC shall be created through an Administrative Order, to be signed by the Office of the  
148 President.  
149  
150 4. Pending approval of an Administrative Order, CITEM Management seek approval from the  
151 CITEM Board delegated authority to the CITEM Management or to the Executive Director, as  
152 representative/s to any meetings and discussion on the project.  
153  
154 5. Having no more comments—  
155

156 "RESOLVED, that the DESIGNATION OF THE CENTER  
157 FOR INTERNATIONAL TRADE EXPOSITIONS by the  
158 President Of The Republic Of The Philippines,  
159 RODRIGO ROA DUTERTE, as the focal agency of the  
160 DUBAI 2020, being in order, is hereby NOTED"  
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162 (Res. No. BM 2018-11-05)  
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"RESOLVED FURTHER, that THE CITEM EXECUTIVE DIRECTOR, is hereby GRANTED delegated authority to represent CITEM in any meetings, conferences, or any activities pertaining to the implementation of the project; and to sign, execute documents or contracts pertaining to the implementation of DUBAI 2020, up to the level of the delegated signing authority.

(Res. No. BM 2018-11-06

## VI. CORPORATE OPERATING BUDGET FOR 2019

1. Deputy Executive Director Ma. Lourdes D. Mediran presented to the Board, approval of the CITEM Corporate Operating Budget for 2019, based on the approved National Expenditure Program (NEP).
2. Proposed Corporate Operating Budget for 2019 is at P334.384M, with P244.158M subsidy from the National Government to finance CITEM's signature events and overseas projects based on the approved Work Program.
3. For 2019, it was emphasized from the NG Subsidy given, CITEM is required to generate income that is a minimum revenue of PHP90.226M.
4. The Corporate revenue is enough to cover personal salaries of CITEM covering 100 plantilla positions, based on SSL 4 Tranche 4 rates in accordance with EO 203, series of 2017 and programed capital expenditures:

Personal Services	PHP 85.501M
Capital Outlay	<u>4.725</u>
	PHP 90. 226M
5. Breakdown of NG Subsidy are as follows:	
Tier I Projects	PHP 244.158M
Tier II New Projects	<u>PHP 10.850M</u>
	PHP 244.158M
a. Signature Events	P 89.206M
b. Overseas Projects	<u>105.779</u>
	TOTAL P 194.985M
c. Support to Operations	16.391
d. General Administrative Support and Services	<u>32.782</u>
	PHP 244.158M
6. Budget for Personal services for 2019, covers 100 plantilla positions, based on SSL 4 Tranche 4 rates in accordance with EO xxx , series of 2017.	
7. The 2019 budget likewise provides for PHP 4.725M for Capital Outlay , intended for the purchase of various office and IT equipment based on the approved ISSP.	

- 221 8. The Board, having no more comments--  
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224 "RESOLVED, that the Corporate Operating  
225 Budget and Work Program for FY 2019 in the  
226 amount of PHP 334.384M, based on NG Subsidy  
227 of PHP244.158M, augmented by Corporate  
228 Revenue of PHP90.226M, being in order, is  
229 hereby APPROVED"  
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(Res. No. BM 2019-11-07)

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232 **VII. SECURE CORPORATE CREDIT CARD AS AN ALTERNATIVE MODE OF PAYMENT**  
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- 234 1. The Management asked reconsideration from the Board on CITEM's application for a  
235 corporate credit card, as an alternate mode of payment to its suppliers or third-party  
236 providers.  
237  
238 2. It was further explained the necessity to secure a corporate credit card, when most of the  
239 CITEM suppliers overseas in the execution of its projects abroad required payment  
240 arrangement through credit card  
241  
242 3. Likewise, CITEM, being an export promotions agency by nature, regularly procure services of  
243 online and social media marketing platforms that require credit card payments.  
244  
245 4. BSP Mañalac understands the necessity of the foregoing requirements. However, she shared  
246 to the body the request for a corporate credit card will mandatorily require clearance from the  
247 Department of Foreign Affairs and the Monetary Board. Thus, as a matter of diligence, it was  
248 suggested that these government clearances shall be complied with, as a pre-requisite to  
249 secure approval of a corporate credit card.  
250  
251 5. On the CITEM Board's further instructions to apply for a corporate debit card arrangement, as  
252 alternative to a credit card, unfortunately, no financial institutions is offering said facility to a  
253 corporate or business entity.  
254  
255 6. In the meantime, the Board noted and continue to allow the utilization of a credit card of  
256 CITEM Management, in purchasing the above stated and other online requirements, on a  
257 reimbursement basis, subject however to observance of the usual government accounting  
258 and procurement process.  
259  
260 7. Likewise, as an alternative, CITEM Management is given authority apply for a credit card to  
261 any reputable banking institution, limited to the following CITEM Officers:  
262  
263 a. CITEM EXECUTIVE DIRECTOR  
264 b. CITEM DEPUTY EXECUTIVE DIRECTOR  
265 c. CITEM DEPARTMENT MANAGER FOR CORPORATE SERVICES  
266

- 267 8. Having no more comments, it was --  
268

269 "RESOLVED, that the CITEM MANAGEMENT is hereby  
270 authorized to open and file application for a credit card in  
271 any Philippine Banking Financial Institution, as an  
272 alternative mode of payment, being in order, is hereby  
273 APPROVED"  
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275

(Res. No. BM 2018-11-08)



276 "RESOLVED, that the FOLLOWING CITEM  
277 MANAGEMENT authorized to apply for a credit card  
278 shall be limited to the following:  
279

280 EXECUTIVE DIRECTOR  
281 DEPUTY EXECUTIVE DIRECTOR  
282 DEPARTMENT MANAGER FOR CORPORATE  
283 SERVICES  
284

285 (Res. No. BM 2018-11-09)  
286

287 **VIII. PERFORMANCE NEGOTIATION AGREEMENT FOR 2019**  
288

- 289 1. The State through the Governance Commission for GOCCs (GCG) is mandated to establish a  
290 Performance Evaluation System (PES), including performance scorecards which shall apply  
291 to all GOCCs in general.  
292
- 293 2. The PES shall provide the framework for setting the organizational targets of a GOCC.  
294
- 295 3. For 2019, the GCG is rolling out negotiation to all GOCCs under its supervision setting  
296 performance measures and strategic objectives that will be converted into a Performance  
297 Negotiation Agreement (PNA) to be agreed by the STATE, through the GCG, and CITEM,  
298 through the Board.  
299
- 300 4. The 2019 Performance Negotiation Agreement Targets were the product of series of  
301 consultation meetings, and TWG panel negotiations between the GCG and CITEM.  
302
- 303 5. The Board, resolved the following:  
304

305 "RESOLVED, that the Proposed 2019 Balanced  
306 Scorecard for CITEM subject to negotiation with the  
307 Governance Commission for GOCCs (GCG), being in  
308 order is hereby APPROVED.  
309

310 (Res. No. BM 2018-11-10)  
311

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

(Res. No. BM 2018-11-11)  
317

318 RESOLVED FURTHER, the CITEM Management is  
319 hereby authorized to sign, represent and enter into a  
320 Performance Agreement Negotiation (PAN), in behalf of  
321 the CITEM Board, subject to ratification of the Board,  
322 being in order, is hereby APPROVED".  
323

(Res. No. BM 2018-11-12)  
324

325 RESOLVED FURTHERMORE, the CITEM Management  
326 is hereby granted continuing authority, in behalf of the  
327 CITEM Board, to represent before the GCG concerning  
328 its ANNUAL PERFORMANCE NEGOTIATION  
329 AGREEMENT; and to negotiate, propose appropriate  
330 necessary strategic measures and objectives; to  
331 negotiate, renegotiate, sign any documents; and enter  
332 into a Performance Agreement Negotiation (PAN),

subject to ratification of the Board, being in order, is hereby APPROVED”.

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

#### IX. MEDIUM TERM EXHIBITORS DEVELOPMENT PLAN

1. As background, the Medium-Term exhibitors development plan is one of the Strategic Measures committed by CITEM Management to the GCG in support to the Stakeholders Strategic Objective, given a weighted point of 20%
2. The GCG required that the Plan shall be presented to the Board for its approval.
3. During presentation, the Alternate Chairman noticed that Exhibitors Plan should involve all agencies, both private and public, being inclusive, intensive comprehensive in scope.
4. Likewise, involving other agencies will avoid duplicity or overlapping of effort. Rather, it is recommended to collaborate among DTI agencies in the execution of this plan.
5. On another note, it is suggested to involve and collaborate with PHILEXPORT, on the possibility to get funding sources in the execution of this Plan.
6. In the meantime, in compliance with the GCG requirement, the Medium Term Exhibitors Development Plan in approved subject to refinement on the mechanics and programs of the development plan.
7. The Board further instructed CITEM to coordinate and collaborate with other Government , DTI agencies; and private partner agencies to pursue this Plan
8. The Board, resolved the following:

“RESOLVED, that the Proposed CITEM’s MEDIUM TERM EXHIBITORS DEVELOPMENT PLAN, being in order is hereby APPROVED.

(Res. No. BM 2018-11-14)

RESOLVED FURTHER, that CITEM Management shall identify plans, programs, and projects for the exhibitors, in line of the MEDIUM TERM EXHIBITORS DEVELOPMENT PLAN

(Res. No. BM 2018-11-15)

#### X. DESIGNATION OF CITEM OFFICERS FOR THE INTEGRATED CORPORATE REPORTING SYSTEM (ICRS)

1. Section 5 (c)(6) of the GOCC Governance Act mandates the development of an Integrated Corporate Reporting System (ICRS) for the GOCC Sector in order to streamline the various reportorial requirements for GOCCS and to promote transparency and timely access to relevant information on the GOCC sector website.
2. The ICRS is composed of 2 sections:
  - a. GOCC Monitory System (GMS) which pertains to the financial information about the GOCC, such as but not limited to financial statements and corporate operating budgets;



b. The GOCC Leadership Management System (GLMS), which pertains to non-financial information regarding the GOCC's profile, such as but not limited to the latest version of its charter, performance scorecards and organizational structure.

3. Likewise, GCG Memorandum Circular 2014-02 requires the designation by the Board officers as representative/s for GMS and GLMS requirements;
4. In 2015, the Board designated officers as representatives for GMS and ICRS: Ms. Au Cruz (OIC-DM Corporate Services for GMS ), Ms. Elvie Borje (MIS); and Ms. Florence Buensalido ( HR Chief for GLMS)
5. Due to the retirement of Misses Cruz and Borje, there is a need to update the list of designated GMS and GLMS Officers;
6. The CITEM Management recommended the following CITEM Officers as representatives for the ICRS:

MALERNA BUYAO	OIC, Finance	GMS
FLORENCE PEARL BUENSALIDO	Chief, HR	GLMS
CLODUALDO EVIO	OIC, MIS	SUPPORT FOR GMS AND GLMS

7. Henceforth, the following Officers were designated as representatives for the GMS and GLMS in compliance with GCG MEMORANDUM CIRCULAR 2014-02

GMS	- Finance Chief or OIC
GLMS	- HR Division Chief or OIC
SUPPORT FOR	- MIS Chief or OIC
GMS AND GLMS	- Representative from Corplan
	- Representative from Web Marketing

8. Having no more comments and clarifications and upon motion duly made and seconded, it was---

"RESOLVED, that the Recommended CITEM Officers as representatives for the Integrated Corporate Reporting System, as hereby APPROVED, with their names identified below:

MALERNA BUYAO	OIC, Finance	GMS
FLORENCE PEARL BUENSALIDO	Chief, HR	GLMS
CLODUALDO EVIO	OIC, MISSUPPORT FOR	GMS AND GLMS

(Res. No. BM 2018-02-16)

"RESOLVED FURTHER, that CITEM Management is given continuing authority to designate representatives for the GMS and GLMS in compliance with GMS and GLMS in compliance with GCG MEMORANDUM CIRCULAR 2014-02

GMS	- Finance Chief or OIC
GLMS	- HR Division Chief or OIC
SUPPORT FOR	- MIS Chief or OIC
GMS AND GLMS	-Representative/s from Corplan and Web Marketing

(Res. No. BM 2018-02-17)



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452 **XI. ACTS OF MANAGERMENTS FOR THE PERIOD AUGUST TO NOVEMBER 2018**  
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- 454 1. There were 54 and 129 contracts for Ratification and for Information of the Board,  
455 respectively;  
456  
457 2. Contract Breakdown for Ratification are as follows:  
458

16 Contracts	As a matter of policy contracts with considerations of Php 1 Million and above should be presented to the Board for Ratification.
1	MOA between CITEM and PHILEXPORT on the PHP20.0 demolition offer for HallONE
37	Special Provider Contracts as required by CITEM Resident Auditor to be ratified or approved by the Board

- 459  
460 3. These contracts were executed and entered by CITEM from August to November 2018 for  
461 consultancy agreements, contracts of lease, contracts of services, procurement of goods,  
462 and MOAs.  
463  
464 4. Having no more comments and clarifications and upon motion duly made and seconded, it  
465 was---  
466

467 "RESOLVED, that the Contracts executed by CITEM  
468 Management for the period 15 August 2018 – 15  
469 November 2018, being in order, is hereby RATIFIED."  
470 (Res. No. BM 2018-11-18)

471  
472 RESOLVED, the the MOA executed between CITEM  
473 and PHILEXPORT, on the offer and acceptance of the  
474 PHP20.0 M, representing demolition cost, being in order,  
475 is hereby RATIFIED;  
476 (Res. No. BM 2018-11-19)

477  
478 RESOLVED FURTHER, that Contracts executed by  
479 Management on Special Provider contracts for the  
480 period September-December 2018, being in order is  
481 hereby RATIFIED  
482 (Res. No. BM 2018-11-20)

483  
484 RESOLVED FURTHERMORE, that the Management is  
485 hereby given authority to adjust rates of the Special  
486 provider contracts , whenever necessary, or when ever  
487 required by law;  
488 (Res. No. BM 2018-11-21)

489  
490 **XII. OTHER MATTERS**  
491

- 492 1. CTIEM Management opened discussion and will seek wisdom from the Board on instruction  
493 of the PHP20.0 Hallone demolition offer from the PHilexport.  
494

- 495 2. The Alternate Chairman, using the hat as the supervising Undersecretary, would like to  
496 propose that the amount will be utilized for the execution of the digital trade show to replace  
497 the Hallone structure intended for a permanent showcase of Philippine export products.  
498
- 499 3. The Board in the meantime defer the proposal , until such time the CITEM Management shall  
500 present its Plan and program to execute the virtual digital trade show.  
501

502 **XIII.ADJOURNMENT**

503 The meeting adjourned at 425 in the afternoon.  
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506 This 16<sup>th</sup> day of November 2018 at the Center for International Trade Expositions and Missions, Sen.  
507 Gil J. Puyat Ave. cor Roxas Boulevard, Pasay City, Philippines.  
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**ATTY. ANNA GRACE I. MAPURI**  
Corporate Board Secretary