

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Interim Performance Scorecard

			GOCC Submission		CGO-A Validation			
Performance Indicator	Weight	Target	Actual	Rating	Actual	Rating	Supporting Documents	Remarks
MFO 1 – Trade and Investment Promotions Services								
Quantity 1a: No. of promotional events organized overseas	0%	0	0	0.00%	0	0.00%		
Quantity 1b: No. of promotional events organized in the Philippines	10%	5	6	10.00%	6	10.00%	CITEM 2013 Accomplishment Report and Full Text Reports of the Different Events	Acceptable Total of 4 events, of which two (Manila FAME and Design Week) are held twice a year
Financial 1a: Cost Recovery Ratio for promotional events organized overseas	0%	20%	22%	0.00%	0%	0.00%	Table of Actual Cost and Income from Different Events	There were no international promotional events organized by CITEM in 2013. The reported 22% cost recovery ratio pertains to international promotional events participated in by CITEM in 2013.
Financial 1b: Cost Recovery Ratio for promotional events organized in the Philippines	10%	46%	43%	9.35%	43%	9.35%	Table of Actual Cost and Income from Different Events (P35.791/P82.755) x 100= 43.25%	Acceptable

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Quality 1a: No. of total foreign buyers attending Manila FAME, IFEX and overseas trade fairs participated in	10%	9,900	9,410	9.51%	9,536	9.63%	Full Text Reports of the Different Events - prepared by Project Team submitted to the ED and presented to DTI	Acceptable For 2014, revise the indicator to: Growth rate of foreign buyers attending CITEM Signature Events organized in the country. The Manila FAME Terminal Report points to "the need to reach out to new buyer profile that would provide new business revenue for the Philippine manufacturers/ exporters". The growth rate as indicator would capture both the retention of old buyers and the generation of new ones.
Quality 1b: No. of local exhibitors that joined promotional events organized by CITEM	10%	1,225	1,526	10.00%	1,526	10.00%	Full Text Reports of the Different Events	Revise indicator to: Growth rate of local exhibitors that joined promotional events organized by CITEM
Quality 1c: No. of international exhibitors that joined promotional events organized by CITEM	10%	161	143	8.88%	143	8.88%	Full Text Reports of the Different Events	Acceptable
Quality 1d: Sales generated from the promotional event (in \$ Million)	10%	220	891	10.00%	891	10.00%	2013 Accomplishment Report	Acceptable The higher than expected Sales Generated can be traced to the International Food Exhibition, which is held every two years. Based on the Terminal Report, the success of the IFEX 2013 was due to: - Inclusion of International Hall

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								<p>as a new element</p> <p>- 2013 saw the full blown implementation of the IFEX after the test run in 2011</p> <p>- A marked increase in the number of exhibitors from 20 to 45 in 2013</p> <p>Revise 2014 target as it is already surpassed by the 2013 accomplishment.</p>
Quality 1e: % of exhibitors satisfied with services of CITEM as the organizer of the event	5%	98%	92%	4.69%	92%	4.69%	Summary of Result of Survey and Sample Survey	Acceptable
Quality 1f: % of foreign and local buyers satisfied with services of CITEM as the organizer of the event	5%	90%	89%	4.94%	89%	4.94%	Summary of Result of Survey and Sample Survey	Acceptable
Quantity 2: No. of overseas promotional activities participated in	10%	14	14	10.00%	12	8.57%	Full Text Reports of the Different Events	<p>Of the 14 events reported, two (Maison et Objet and Selling Mission to the US) were trendspotting trips in preparation for future participation in these trade fairs.</p> <p>The objective of the indicator is to generate potential export sales as well as to promote and assist exhibitors, buyers and sellers.</p>
Quantity 3: No. of companies availing of Design for Export	10%	147	152	10.00%	152	10.00%	Included in the Full Text Reports of the Different	Revise to: Percentage of companies participated in

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Program (Home and Food)							Events	CITEM promotional activities (either participated or organized) against the companies who availed of the Design for Export Program. The Design for Export Program aims to prepare exporters/designers to join promotional events. A number of companies that took part in the program were able to participate in the promotional activities of CITEM.
Sub-total	90%			87.37%		86.06%		
General Administrative Services – Learning and Growth								
Manualization of Core Processes	10%	CITEM Cares Program	On-going	1.25%	None	0.00%	None	Upon validation, the Manual for CITEM Cares Program was not completed.
		Enhanced Export Coaching Program	On-going	1.25%	None	0.00%		Upon validation, the Manual for Enhanced Export Coaching Program was not completed.
		Standards for Trade Fair Participation	Done	2.50%		0.00%		CITEM did not provide proof that the Standards for Trade Fair Participation was approved in 2013.
		Integrated Marketing Communications Plan	On-going	1.25%	None	0.00%		Upon validation, the Manual for Integrated Marketing Communications Plan was not completed.
Sub-total	10%			6.25%		0.00%		
TOTAL	100%			93.62%		86.06%		

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