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05 March 2018

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UNDERSECRETARY NORA K. TERRADO

Officer-in-Charge

CENTER FOR INTERNATIONAL TRADE

EXPOSITIONS AND MISSIONS (CITEM)

Golden Shell Pavilion, ITC Complex, Roxas Blvd. Cor.
 Sen. Gil J. Puyat Ave., Pasay City

COA-OFFICE OF THE CHAIRPERSON
 RECEIVED BY: _____
 DATE: 14 MAR 2018
 TIME: 11:10

RE: VALIDATION RESULT OF 2016 PERFORMANCE SCORECARD OF CITEM

Dear Undersecretary Terrado,

This is to formally transmit the validation result of CITEM's 2016 Performance Scorecard. Based on the validation of documentary submissions last 18 October 2017, the CITEM gained an over-all score of **95.64%** (See **Annex A**).

In relation to its application for the grant of 2016 PBB to eligible officers and employees, the CITEM can grant such incentive only upon receipt of confirmation letter from the Governance Commission. In this regard, the Board is reminded that any unilateral action to release the PBB before the confirmation will be considered as a violation of the Board's fiduciary duty to protect the assets of the GOCC as provided under Section 19 of Republic Act No. 10149¹.

FOR YOUR INFORMATION AND GUIDANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner 1-8

MARITES CRUZ DORAL
Commissioner

cc: COA Chairman MICHAEL G. AGUINALDO
 COA Resident Auditor - CITEM

¹ GOCC Governance Act of 2011.



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r/g GAGUI JP
[Signature] B.14.18

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cc: COA Chairman **MICHAEL G. AGUINALDO**
 COA Resident Auditor - CITEM

¹ GOCC Governance Act of 2011.

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS, INC.
2016 PERFORMANCE SCORECARD**

Objective / Measure	Component				CITEM Submission		GCG Validation		Supporting Documents	GCG Remarks
	Formula	Wt.	Rating Scale	Target	Actual	Rating	Score	Rating		
SO 1	Create a "PHILIPPINES FIRST" mindset among Stakeholders									
SM 1	Publicity mileage generated (local and international)	Absolute Number	15%	Actual/Target x Weight	₱395.48 M	₱635.54 Million	15.00%	₱635.54 Million	15.00%	2016 Free Publicity Generated Total Media Mileage or Value: -Media Millage -Local Online Pick-ups -International Print & Online Pick-ups -Broadcast Media In 2016, publicity mileage saw an increase of 59% from the previous year. The total media mileage/value of ₱635.54 Million is composed of Media Mileage (print), Local Online Pick-ups, International Print & Online Pick-ups and Broadcast Media. Broadcast Media generated the highest free publicity in 2016 with ₱260.89 Million, followed by the Local Online-Pick-ups with ₱223.09 Million.
SO 2	To Provide Sustainable Marketing Platforms for SME Development									
SM 2	Number of SMEs Benefiting from CITEM Capability Building Programs	Absolute number	7%	Actual/Target x Weight	400	453	7.00%	453	7.00%	Report on SME attendees per type of capacity-building seminar: - Export Coaching - Product Development Sessions - Brand Coaching Seminars In 2016, there were 453 SMEs/exhibitors that participated in the capacity building programs of CITEM which focused on product development and export coaching.

STAKEHOLDERS

Objective / Measure	Component			CITEM Submission		GCG Validation		Supporting Documents	GCG Remarks		
	Formula	Wt.	Rating Scale	Target	Actual	Rating	Score			Rating	
SM 3	Number of Young Talents Discovered, Supported, and Promoted	Absolute number	6.50%	Actual/Target x Weight	8 Red Box Finalists	21 Red Box finalists supported and promoted	6.50%	21 Red Box finalists supported and promoted	6.50%	Report on 2016 Red Box Program	In 2016, CITEM supported/promoted 21 young talents through its RED BOX program, which is a design development program that harnesses talent and creates the next generation of Philippine designers. The program introduces young designers who are matched with local manufacturers to create innovative products that reflect their unique design sensibility.
SM 4	Number of Brands Supported and Promoted	Absolute number	6.50%	Actual/Target x Weight	8 company brands	21 company brands supported and promoted	6.50%	21 company brands supported and promoted	6.50%	Report on brands supported and promoted	During the world's leading design shows, CITEM successfully promoted 21 company brands. Ten (10) of these company brands were showcased during the Maison & Objet Paris on September 2-6, 2016; one (1) brand in International Furniture Fair Singapore; five (5) brands during the International Contemporary Furniture Fair in New York on May 12-14, 2016, while the remaining five (5) brands were promoted during the Salone Internazionale del Mobile in Milan on April 12-17.

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Objective / Measure	Component		CITEM Submission		GCG Validation		Supporting Documents	GCG Remarks			
	Formula	Wt.	Rating Scale	Target	Actual	Rating			Score	Rating	
SO 3	To Provide Stakeholders with a Unique Sourcing and Selling Experience										
SM 5	New Products Developed and Showcased	—	5%	—	300	1,581 new products developed and showcased	5.00%	1,581	5.00%	Report on new products developed/showcased	<p>Through its Design for Exports Program, CITEM procures the services of notable Merchandize Development Specialists to engage SMEs in developing new products or merchandizes. The criteria for new product or merchandize is dependent on the engaged specialists. The specialists review the designs provided and proof of concepts/sketches from the designers. CITEM's control over the program is through the predetermined number of designs and sketches in the specialists' contracts. CITEM verifies the accomplishments and number of merchandize developed through reports rendered and certified by the engaged specialists.</p> <p>In 2016, CITEM recorded a total of 1,581 new products developed and showcased during three events: 1) International Fashion Showcase, 2) Manila FAME April 2016, and 3) Manila FAME October 2016.</p>

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Objective / Measure		Component				CITEM Submission		GCG Validation		Supporting Documents	GCG Remarks
		Formula	Wt.	Rating Scale	Target	Actual	Rating	Score	Rating		
SM 6	Sales Generated per Peso of Subsidy	Total Export Sales / Total NG Subsidy	10%	Actual/Target x Weight	\$1.15 for every peso spent (without IFEX)	\$1.56	10.00%	\$1.56	10.00%	Export Sales	For 2016, subsidy received by CITEM amounts to ₱195 Million, a slight increase from ₱186.4 Million in 2015. Total export sales amounted to \$304.8 Million which includes export sales from Signature Events amounting to \$16 Million and Overseas Promotional Events (Home & Fashion, Food, and International Commitment) amounting to \$288.8 Million. Sales generated per peso subsidy is \$1.56.
SM 7	Percentage of Stakeholders Satisfied (Third Party)	—	10%	Below 75% = 0%	90% Satisfied during Events	95.12% of Stakeholders are Satisfied	10.00%	95.12% of the participants is satisfied.	10.00%	Result of the Customer Satisfaction Survey by Dr. Luz Suplico Jeong	There were 1,057 survey respondents for all overseas trade fairs and Manila FAME. Out of the 15 overseas trade fairs, 12 overseas trade fairs had a 100% of the participants/ respondents satisfied. On the other hand, the April and October Manila FAME had 85.32% and 76.67% of the respondents satisfied, respectively. Overall, the 2016 Customer Satisfaction Survey shows that 95.12% of the participants/ respondents are satisfied with CITEM's overseas trade fairs and Manila FAME.
		Sub-total	60%				60.00%		60.00%		

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