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CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

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1. Introduction

This Quality Manual provides guidance on the operation of the Center for International Trade Expositions and Missions (CITEM) Quality Management System (QMS) which was primarily established to build a quality service, design driven projects, value creations and efficient resource management.

Furthermore, the policies and procedures within this manual have been implemented to ensure that the requirements for a QMS of CITEM ensure compliance with the requirements of the internationally recognized ISO 9001 Standards.

The contents of this Manual are reviewed on an as required basis, but not less than annually. Maintenance of this Quality Manual is the responsibility of CITEM's Quality Management Representative. All questions regarding this document should be directed to:

Mr. Norman D. Bagulbagul

Officer-In-Charge, Exhibition Design Division / Quality Management
Representative
Center for International Trade Expositions and Missions
Pasay City


The approving officer and issuing authority for this Manual and its subsequent amendments is the Executive Director of CITEM.

The appointed Document Controller is responsible for the registration and distribution of this Manual.

Issuing Authority:


PAULINA SUACO-JUAN
Executive Director



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2. Quality Manual Document Control Information


Issuance and Revision Control

This document is a controlled document and is identified as such when the controlled copy stamp is shown in blue. All other copies are uncontrolled. Issuance, re-issuance, amendments and distribution of the Quality Manual are made in accordance with the Control of Documents Procedure.

Revision Summary

Revisions made to this document are summarised below:

Date	Pages	Description
November 28, 2015	All	First Version
April 19, 2017	All	Transition to ISO 9001:2015
January 18, 2019	Page 4	Issuing Authority

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3. CITEM Profile

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally-competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

CITEM's core function is the promotion of Philippine products and services in the world market. This includes export expansion and branding the Philippines as an exporting nation. Our message is that the Philippines is a reliable source of quality products and services that are at par with global standards. CITEM works closely with other DTI agencies in the performance of its mandate.

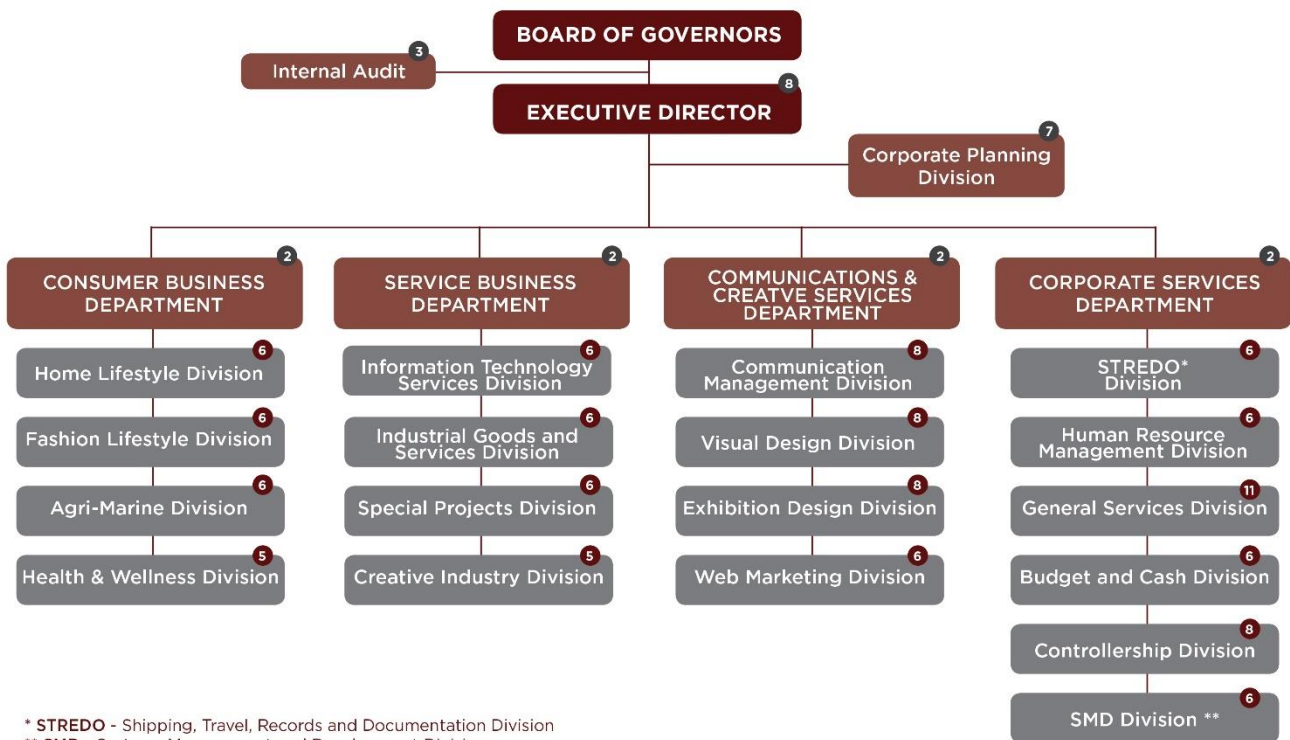
- Careful selection of international trade fairs and missions
- Sustained presence in traditional markets while opening up new markets
- Regular provision of market updates and merchandise design trends
- Sourcing and coordination of technical and merchandise consultancies
- Development and promotion of new export industries
- Organization of incoming trade missions timed with exhibitions
- Participation in overseas special exhibitions


Our Organizational Structure

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CITEM advocates a lean approach in managing its human resources. Our organization is structured as described below:

DBM APPROVED ORGANIZATION STRUCTURE



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Our Policy for Quality

CITEM commits to formulate and implement strategic, innovative and integrated marketing platforms to effectively promote the Philippines as a source destination for quality products and services.

To attain this, CITEM shall:

- Foster a culture of creativity, innovation, professionalism, excellence, and sustainable growth;
- Ensure an empowered workforce dedicated to excellent service;
- Institute development programs that will enable exporters to become globally-competitive;
- Establish innovative trade platforms to exceed expectations of participating buyers;
- Provide a holistic sourcing experience at every touch point; and,
- Adhere to the principles of good governance.

4. Scope and Field of Application


CITEM utilizes a QMS that embodies all processes, techniques, skills and professional expertise required to perform an efficient and effective international trade exhibitions and missions. As such, it covers all actions associated with and having an effect on the outcomes of these activities.

Our established QMS adopts the process-based approach which satisfies the full range of requirements as specified by ISO 9001 Standard except for clause 7.1.5.2 Measurement Traceability since CITEM is a service industry and its operations does not require measuring equipment.

5. Quality Management System Model – The Process Approach

The management of CITEM recognizes that for an organization to function effectively, it has to determine and manage numerous linked activities. Therefore, CITEM promotes the adoption of a process approach when developing, implementing and improving the effectiveness of its QMS, to enhance customer satisfaction.

Our QMS processes are classified into three groups as follows:

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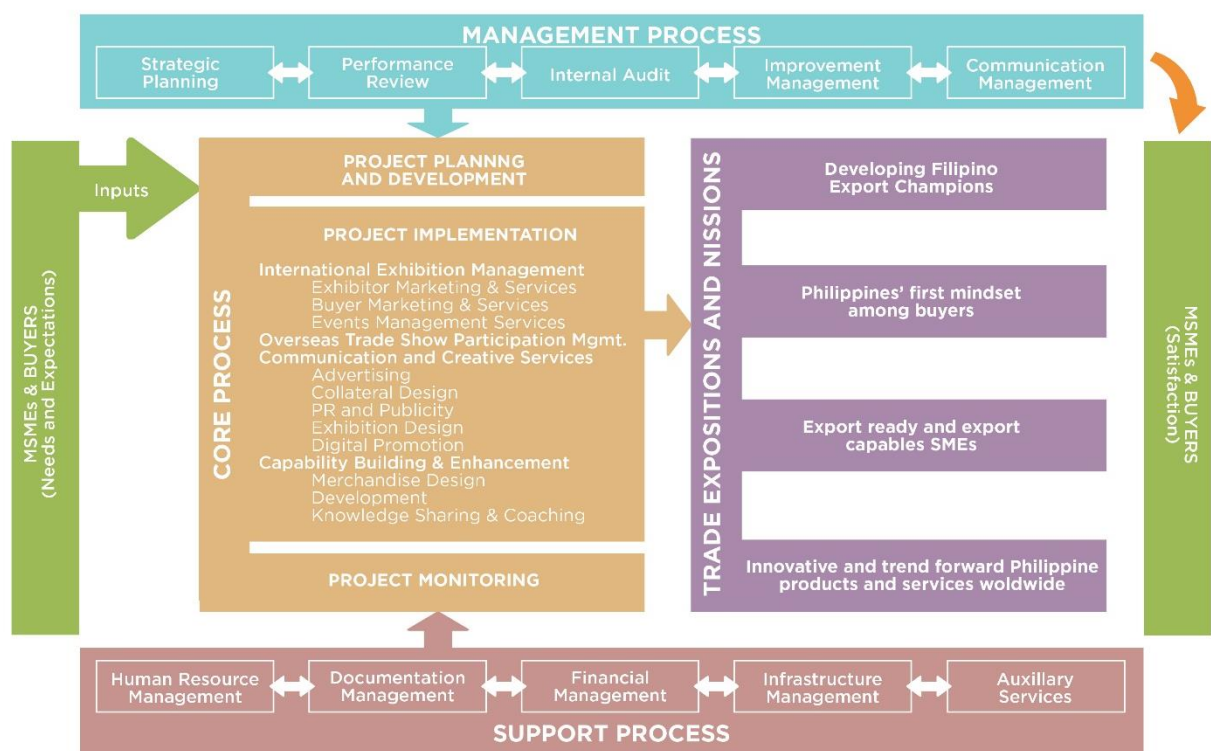
Management Processes. These include processes relating to setting objectives, providing communication mechanisms including feedback management, internal audit, and gathering data for performance analysis and improvement of the effectiveness and efficiency of CITEM QMS.


Core Processes. These include all processes that are directly connected with programs and activities that are undertaken to produce the intended results: from project planning and development, to project implementation and project monitoring.

Support Processes. These include all those processes for the provision and maintenance of the resources needed for the successful delivery of the program or project. Such processes include human resource management, infrastructure maintenance, documentation management, as well as financial management.

The process map in Figure 1 illustrates the sequence and interaction of the processes within our QMS:

Figure 1. CITEM Process-Based QMS Model



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6. Management Processes

Strategic Planning

The formulation of CITEM’s strategy, operational programs, short/long term goals, targets and action plans and their corresponding performance review against the established agency objectives is the result of the mid-year and year-end strategic planning. This is the forum where the strategic thrust is laid out, commitments are set and availability of resources is settled.

CITEM’s department heads and division chiefs assess the performance of the previous targets and action plans and commit to new targets. These targets and action plans typically include strategies for business and operational improvement, our agency’s quality objectives for service innovation and for enhancing customer service.

Reference: Corporate Planning Procedure
Approved Performance Agreement Negotiation


Performance Reviews

Periodic reviews are an essential part of our approach to continual improvement of the quality management system to achieve our objectives.

The suitability, adequacy and performance of the QMS will be evaluated during Annual Review Meetings to determine the need for changes in the QMS including the re-statement of the Quality Policy, if needed.

Thorough reviews require the assembly of meaningful performance data – results of programs, services, processes as well as personnel evaluation system – to allow factual based decision-making. The reviews include information on:

- a. Status of actions from previous management reviews;
- b. Changes in external and internal issues that are relevant to the quality management system;
- c. Information on the performance and effectiveness of the quality management system, including trends in:
 1. Customer satisfaction and feedback from relevant interested parties;
 2. The extent to which quality objectives have been met;
 3. Process performance and conformity of products and services;
 4. Nonconformities and corrective actions;
 5. Monitoring and measurement results;

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- 6. Audit results;
- 7. The performance of external providers;
- d. The adequacy of resources;
- e. The effectiveness of actions taken to address risks and opportunities;
- f. Opportunities for improvement.

Annual QMS Review Meetings are convened and chaired by the Executive Director and usually involves the participation of the Management Committee. The reviews are fully recorded and, as a minimum, produce formal conclusions and recommendations for improvements within all levels of the organization as appropriate to the performance reviewed.

Reference: Minutes of the Meeting/ Takeaways from Strategic and Operational Planning

Internal Quality Audit

CITEM's top management ensures that the established QMS continues to meet the company's business and quality objectives, planned arrangements and results. Adequacy, conformance, effectiveness as well as efficiency of the processes of the QMS are verified by systematic internal audits conducted by internal auditors. These audits provide feedback to the management for them to drive continuous improvement of the QMS processes.

Internal audits cover the entire Quality Management System and its processes, and are scheduled according to a yearly auditing plan taking into consideration the status and importance of the activities to be audited as well as the results of the previous audits.


Auditors are assigned to ensure objectivity and impartiality of the audit process. Auditors do not audit their own work.

Reference: Internal Quality Audit Procedure

Feedback Management

SMEs and Buyers Feedback.

Our agency's management realizes that integrating the "voice of the SMEs and Buyers" into our operations deliver strategic guidance and actionable insights that enable us to improve, to develop and refine our services over time.

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Methods for capturing our SMEs and Buyers' stated/unstated needs and expectations, concerns and their perceptions on whether has fulfilled their requirements are done on various ways. These include:

- a) feedbacks through Project Managers of overseas trade fairs
- b) questionnaires and surveys of signature events

Collected information are reviewed during our operational meetings or during the Annual Review meetings where appropriate actions are brought into being to ensure that we continuously deliver better customer experience.

Resolutions on SMEs and buyers complaints are dealt with by no less than the Executive Director and managed in accordance with the Nonconformance, Corrective and Preventive Action Procedure.

Reference: Survey Form
 Takeaways/ Minutes of Meetings
 Corrective Action Procedure

Internal Feedback.

Internal feedback is currently ensured through various meetings at respective departments. In addition, information is transmitted directly, on notice boards, email, etc. Other vital channels include:


- a) Request for corrections, corrective and preventive actions on identified or anticipated nonconformities;
- b) Review of each process performance against its targets;
- c) Planning and development of product realization processes;
- d) Management reviews to draw up decisions and actions to improve CITEM services, processes and identify needed resources;
- e) Results of QMS audits, monitoring and measurement of processes, and services

Reference: Corrective Action Procedure

Actions for Improvement Management

Control of Nonconforming Product/Service.

The improvement management of CITEM necessitates that planned results are fulfilled in accordance with the relevance of internally and externally mandated specifications. As such, it is the policy of CITEM to eliminate situations and activities that do not conform to specified requirements.

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In upholding such policy, CITEM has established a documented procedure that defines the system for determining and implementing correction, corrective and preventive actions to eliminate, contain or mitigate nonconforming products/services, including their causes to support the intention of customer satisfaction and continuous improvement.

Over and above, CITEM has included in its procedures a matrix that can be used as guide indicating the immediate corrections and responsibility for the disposition of nonconforming outputs that may arise.

Reference: Corrective Action Procedure
Section 8.0 of Procedures - Control of Nonconforming Outputs

Corrective Action.

In CITEM QMS, there is a difference between carrying out corrective actions and just fixing nonconformity. Fixing nonconformity, as mentioned above, is about resolving the problem either by reworking, replacing or any of the other activities described in the guidance procedure or matrix. While a corrective action is concerned with finding out why the nonconformity occurred and making sure that the problem does not occur again.

The need for corrective action could be indicated by a number of factors, some of which could be:


- a) SMEs and Buyers complaints;
- b) service or process nonconformities;
- c) supplier problems; and
- d) audit reports

When corrective action is taken, this is recorded and followed up within a reasonable period to find out whether it has worked. Satisfactory action results may necessitate changes on the quality manual, documented procedures, instructions and any other relevant documentation. These changes should be made in accordance with the provisions shown for the Control of Documents.

Reference: Corrective Action Procedure

7. Core Processes

Project Planning and Development

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Project conceptualization and planning is initiated through confirmation of management approval and details of the project including budget allocation. CITEM established a Project Plan including budget and brainstorming with the organization’s support group regarding the project and its deliverables.

Reference: Project Plan/ Project Brief
Corporate Planning Procedure

Project Implementation

Carrying out the project in accordance to the work plan through a tight coordination of activities and close monitoring and mobilization of all members of the team.


International Exhibition Management.

- a. *Exhibitor Marketing Services*
Handles the campaign for participants (in signature events) and provides end-to-end services for exhibitors.
- b. *Buyer Marketing Services*
Responsible for bringing both overseas and local trade buyers to CITEM’s signature events and provide a mark of quality and excellent pre-event to post-event servicing.
- c. *Event Management Services*
Provides assistance in the processing of documents needed for the procurement of goods and services necessary for the implementation of the event.
- d. *Special Events*
- e. *Overseas Trade Fairs*

Reference:
Exhibitor Marketing Services Procedure
Buyer Marketing and Services Procedure
Events Management and Services Procedure
Special Events Procedure
Overseas Trade Fairs Procedure

Brand Building and Promotions.

- a. *Advertising*

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A paid, mediated, form of communication from an identifiable source, designed to persuade and stimulate the minds of the target audience to take some action, now or in the future.

Advertising materials are published to send the events message across the target markets to generate publicity mileage (Local and international).

b. Collateral Production

Posters, brochures, catalogs, etc., generally delivered to consumers or stakeholders by CITEM are considered "collateral". The collateral production is the process of designing a material from the brain storming stage to the printing process to achieve the finished product.

All collateral materials, must meet the highest standard of quality and cost efficiency to increased number of SMEs participating in the events organized.

c. PR and Publicity

CITEM established a publicity system for its programs, projects, activities, products, personalities and other services through news releases and informational articles, media relations and media partnerships, using print, broadcast and online media.


d. Exhibition Design

The process of conceptualization, development and execution of a design plan to impart information and create an atmosphere for effective merchandising, elevate consumer awareness, and express specific business of product identity through effective spatial configuration and integration of various design disciplines (e.g. architecture, industrial design, graphic design, audio-visual design, digital media, lighting, interior design and content development).

Reference: Exhibition Design Service Implementation Procedure
 Media Relations and Publicity Services (MRPS) Procedure
 Online Media Marketing Procedure
 Visual Design Development and Implementation Procedure

Capability Building and Enhancement.

a. Product and Design Development


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Export development services intended to aid exhibitors in translating trend-forward designs into products with strong commercial value through the direction of the hired creative director/consultant.

Reference: Merchandise Design and Development Procedure

Project Monitoring

To continuously improve performance and achieve results, CITEM established monitoring system which is mainly used to assess the performance of the projects, trade fairs both international and local. It aims to determine if the outputs, deliveries and schedules planned have been reached so that action can be taken to correct the deficiencies as quickly as possible.

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8. Support Processes

Human Resource Development

Personnel Qualification and Recruitment

It is the responsibility of the Department Heads and Division Chiefs to identify qualification requirements of functions or personnel assigned to defined activities that affect quality of product and services. Qualification requirements include education, training, skills and experience as indicated on the requisition records for additional personnel.

Prior to hiring, applicants are adequately screened by subjecting them to qualifying tests and interviews. New hires are provided with induction the company’s policies, quality system and job specific functions.

Reference: Recruitment and Selection Procedure
Performance Management Procedure

Training and Competency


To maintain competency of our personnel, needed competency interventions are determined during the preparation of the Annual Training Calendar. CITEM appointed the Education and Training Team to lead the company in identifying training and seminars necessary for skills and knowledge enhancement.

Other relevant training specific to assigned positions are also identified during the periodic employee performance appraisals. The organization has delegated the responsibility to its department heads to recommend actions, such as personnel training, whenever weaknesses are identified on CITEM’s personnel during their appraisal.

Training and seminars, where results are expected to benefit the company in terms of improved performance, are evaluated during the employees’ performance evaluation.

Reference: Personnel Training Procedure


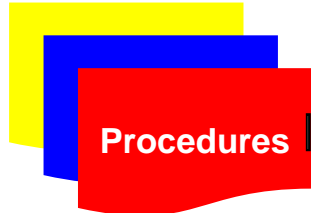

Documentation Management

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CITEM’s documented Quality Management System provides the framework for consistent approach to the issues of our organization and our client relationships and is an ever changing and evolving approach to ensure its suitability with the requirements.

QMS Documentation Structure.


The documented Quality Management System is structured as follows:

	<p>The document defining our Company, core values, quality policy and the processes of our QMS. The Quality Manual aims to achieve SMEs and Buyers’ satisfaction by establishing a concise reference of procedures and other documents needed to meet the requirements of our SMEs/buyers and the established QMS.</p>
	<p>Formal, documented, methods for consistent management and control of critical issues relating to the system and improvement, including:</p> <ul style="list-style-type: none"> • Control of Documents Procedure • Control of Records Procedure • Internal Audit Procedure • Corrective Action Procedure
	<p>Formal, documented, methods for relevant individual activities including:</p> <ul style="list-style-type: none"> • Instructions • Guidelines • Records • Others

Document Control

Document control is about making sure that the document in use is the “right” document. A controlled document will be the latest approved and applicable version for the work to be done. This is particularly important if personnel are to have the information they need to do the job correctly.

A document control procedure was developed for all documents that are part of the QMS to ensure that:

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- a) pertinent issues of appropriate documents only are available at all locations where operations essential to the effective functioning of the quality system are performed;
- b) obsolete documents are promptly removed from all points of issue or use;
- c) documents are regularly reviewed for applicability; and
- d) all documents clearly show traceability to source.

CITEM’s Document Controller maintains an electronic document register that identifies all controlled documents and their revision status. Any controlled document can be compared with the document list within the register to verify if the latest version is in use.

Reference: Control of Documents Procedure

Records Management

Records exist in all areas within CITEM and are required to provide evidence of conformance with requirements and of effective operation of the quality management system. Records are produced following the procedures in CITEM QMS documents. Records provide CITEM with information to help manage the organization better and enable us to “show how we did it”.

To be able to demonstrate that we are actually implementing the Quality Management System as designed, CITEM has established a documented procedure for records management. Each department maintains a record matrix for easy retrieval and disposition, which indicates the controlled records’ location, method of filing and retention period

Reference: Control of Records Procedure


Infrastructure Maintenance

Maintenance activities at CITEM are classified into two categories:

- Preventive Maintenance, and
- Corrective Maintenance

The Maintenance Head identifies the PM program for the whole CITEM community. The PM program includes the list of maintenance services that needs to undergo on a periodic basis.

Once any facility equipment is down and requires corrective maintenance, the Maintenance Head attends to it. Corrective maintenance is initiated using a Job Request.

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The job of the Maintenance Head is never complete unless verified by the one who requested the job. Any unsatisfactory findings are indicated on the Job Request for further servicing.

Reference: Building Maintenance Procedure
Systems Management and Development Procedure
Transportation Service Procedure

Financial Management


Our Finance Division provides timely and accurate financial information to the top management. The Division is responsible for the analysis and the reporting expenditures as a result from the operations. They are also responsible for identifying, analysing and reporting key sales and operational trends and, ensures adequate internal controls exist over the agency's assets.

In addition, the head of the Finance Division ensures assets and liabilities are properly stated and valued in financial reports; prepares accurate financial reports for internal (top management) and external (e.g. BIR, Commission on Audit, etc.) interested parties. Our Finance Officer strives to maximize return on assets and equity; and, ensures the agency operates to drive value for our stakeholders and employees.

Reference: Budget Preparation Procedure
Budget Monitoring Procedure
Disbursement Voucher Processing Procedure
Subsidiary Releases Procedure
Preparation of Financial Reports Procedure

Auxiliary Services

CITEM's documented Quality Management System provides the framework for consistent approach to the issues of our organization and our SMEs/Buyers relationship and is an ever changing and evolving approach to ensure its suitability with the requirements.

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Shipping

Outbound and inbound shipping requirements of CITEM are being catered by STREDO Division. To be able to define the controls needed to ensure timely and cost efficient shipment of goods to various destinations in connection with CITEM organized participations in trade fairs or exhibitions abroad, the organization has established a documented procedure for shipping.

Reference: Shipment of Goods Procedure

Messengerial/ Courier/ Mailing

The agency established a procedure that aims to define the controls needed to ensure timely and cost efficient delivery of CITEM collaterals and documents to intended recipients, and pick up of documents from clients or other government agencies through foot messengers.

Reference: Messengerial/ Courier/ Mailing Procedure

Travel/Ticketing/ Hotel Accommodation

Travel and ticketing procedure established by the agency aims to define the controls needed to ensure timely and cost efficient procurement of roundtrip airline tickets for official travels of CITEM officials, employees and institutional partners. We also implemented controls needed to provide hotel accommodations for CITEM buyers, guests and employees.

Reference: Travel/Ticketing Procedure
Hotel Accommodation Procedure

Property Management

The agency follows the standard operating procedures as mandated by the National Archives of the Philippines with regards to receipt, storage and disposal of properties and documents.