



## OUR QUALITY POLICY

**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 exporter to become product and market ready;
- 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.