

G.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

MANDATE

To market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotions programs

VISION

By 2016, Center for International Trade Expositions and Missions (CITEM) will have created a distinct "Philippines" brand.

MISSION

CITEM is committed to develop and nurture globally competitive Philippine SMEs, exporters, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other organizations.

KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

SECTOR OUTCOME

Increment change in the export orders reported by participating companies

ORGANIZATIONAL OUTCOME

Percentage increase in local and international media/online publicity on CITEM events
Increment change in local sales reported by participating companies

New Appropriations, by Program/Project

		<u>Current Operating Expenditures</u>			
		<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
		<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
			<u>Operating</u>		
			<u>Expenses</u>		
PROGRAMS					
100000000	General Administration and Support	P	14,125,000	P	14,125,000
200000000	Support to Operations		7,000,000		7,000,000
300000000	Operations		169,318,000		169,318,000
	MFO 1 Trade Promotion Activities		169,318,000		169,318,000
	Total, Programs		190,443,000		190,443,000
	TOTAL NEW APPROPRIATIONS	P	190,443,000	P	190,443,000
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New Appropriations, by Central/Regional Allocation

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Current Operating Expenditures

REGION	Personnel	Maintenance	Capital	Total
	Services	and Other Operating Expenses	Outlays	
Regional Allocation	P	190,443,000		P 190,443,000
National Capital Region (NCR)		190,443,000		190,443,000
Total New Appropriations	P	190,443,000		P 190,443,000

Special Provision(s)

1. Special Provisions Applicable to All Government Corporations. The special provisions applicable to all government corporations enumerated under the Budgetary Support to Government Corporations-Others shall be observed by the Center for International Trade Expositions and Missions.

PERFORMANCE INFORMATION**KEY STRATEGIES**

Optimize use of public funds for SME development
 Expand revenue generating capability for financial sustainability
 Provide a unique sourcing and selling experience
 Provide SME professional and global platform
 Offer products known for quality, design, and craftsmanship
 Reinvent the CITEM brand as the 'Quality Seal' for Philippine exporters
 Develop globally competitive SME's through holistic Export Coaching Program (ECP)
 Strengthen relationship with exhibitors and buyers through Total Service Guarantee
 Attain flexibility in the implementation of trade promotion activities
 Create organizational synergies through a CITEM promotional blue print
 Build competencies starting with strategic units
 Establish a fixed yet adaptive organizational structure
 Support process improvement with appropriate technologies
 Establish effective mechanism to ensure implementation of planned IMC

MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS

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Targets

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MFO 1: TRADE PROMOTION ACTIVITIES

No. of promotional activities held in the Philippines	7
No. of promotional activities held overseas	22
% increase in local exhibitors that attend CITEM promotional events	5%
% increase in foreign exhibitors that attend CITEM promotion events	5%
% of CITEM clients satisfied with services offered	90%