

ANNUAL REPORT YEAR 2024



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
AN ATTACHED AGENCY OF DEPARTMENT OF TRADE AND INDUSTRY



ABOUT CITEM

THE CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

CITEM is the export promotion arm of the Philippines' Department of Trade and Industry (DTI). For 40 years, CITEM has established the country as a premier destination for quality export products and services.

It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market. As the prime mover in export promotion, CITEM implements export-driven programs, spearheads trade participation in overseas trade fairs, and organizes signature international trade events in the Philippines and other high-profile promotional activities in key markets abroad.

CITEM UNDERTAKES DESIGN FOR EXPORT INITIATIVES:

Export Coaching/Seminars

Product/Merchandise Development (*for Manila FAME*)

Value Food Innovation Program (*for IFEX Philippines*)

Digital Promotion and Content Development

Hosted Market Intelligence Tour (*in time with an overseas trade fair*)



MESSAGE FROM THE EXECUTIVE DIRECTOR

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Reflecting on a year replete with high goals and unexpected turns, the year 2024 proved to be a journey in efficiency, innovation, resilience, and strategic partnerships for the Center for International Trade Expositions and Missions (CITEM).

We at CITEM are proud of the significant achievements and efforts made to enhance the export capabilities of our stakeholders across industries. We have seen the continuous growth and development of our entrepreneurs and communities nationwide.

In 2024, CITEM pursued its mission of championing Philippine craftsmanship, creativity, and competitiveness through comprehensive and diverse events and programs. These efforts brought about crucial connections for local enterprises and talents with international trade buyers and investors, including new partnerships in the private and public sectors. Our collective endeavors helped bring in USD1.184B in reported export sales for the country this year. We are pleased to announce that CITEM exceeded its targets set under its export trade programs.

We accomplished these by utilizing responsive physical and digital tools specifically developed to enhance CITEM's core strategies. Leveraged together with our dedicated CITEM workforce and industry partners, we continued to innovate our processes, transform the digital competencies of MSMEs, and integrate sustainable practices in our signature trade events, programs, and product and skills development initiatives. Throughout 2024, we explored new opportunities to strengthen our export promotion thrusts—from design excellence with Manila FAME and food culture and innovation with IFEX Philippines, we also increased our traction with the creatives community with a more energized CREATE Philippines portfolio, and a more committed role in sustainability as we set to expand the Sustainability Solutions Exchange (SSX) into its own Exhibition and Conference in the first half of next year.

By evolving our signature events and digital platforms, CITEM ensured our clients and stakeholders gained valuable advantages and insights from our export development programs. Our international trade fair participations, missions, and collaborations allowed us to equip our exhibitors with the best tools and knowledge to competitively engage in the global market, helping create unmatched socio-economic opportunities for our homegrown businesses and communities.

Alongside fruitful outcomes, CITEM received due recognition for excellent public service, good governance, sustainability initiatives, as well as human resource management systems from top government authorities, the Governance Commission for GOCCs (GCG) and Civil Service Commission (CSC), respectively. Our expertise as a premier trade promotion agency also received accolades during the 21st edition of the China-ASEAN Expo, the biggest trade and investment event in the region to date.

As we entered the last quarter of this year, CITEM reached a new milestone as His Excellency President Ferdinand Marcos Jr. signed Philippine Executive Order (EO) 75—a landmark directive strengthening CITEM to effectively fulfil our role in promoting Philippine exports. Requiring reorganization of our framework and mandate, and full inter-agency support, CITEM is now better positioned to lead national export trade objectives.

The significant gains and the solid work we have delivered in 2024 also bring bigger challenges ahead. With a clearer vision to guide us, CITEM will continue to readily adapt to change and innovation, evolve skills and expertise, and foster valuable collaborations in the public and private sectors here and abroad. All these are underscored by the invaluable leadership and support from the Department of Trade and Industry (DTI) and, more importantly, CITEM's main strength, our dedicated and efficient workforce tirelessly moving to make progress happen and share Filipino excellence beyond our shores.

CITEM is grateful for all the trust and support you have given. Building on our solid capabilities and momentum, we look forward to more collaborative efforts to continue our journey toward more success and forge new pathways for the Philippine export industry.

On behalf of CITEM, and all in the spirit of service—we present our Annual Report for 2024.

Romleah Juliet Pulido Ocampo

INTRODUCTION

The year **2024 marked a transformative period** for the Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Philippine Department of Trade and Industry (DTI). The agency's achievements and milestones highlight significant developments that have strengthened its mission to empower Philippine micro, small, and medium enterprises (MSMEs) and position the country as a global hub for high-quality, innovative export products and services.

2024 was a year of pivotal leadership transitions that brought renewed vision and energy to the agency's endeavors. The Department of Trade and Industry welcomed Secretary Cristina A. Roque, who succeeded Secretary Alfredo E. Pascual, bringing fresh perspectives to steer the nation's trade agenda toward greater global competitiveness. Similarly, CITEM embraced a new chapter with the appointment of Executive Director Leah Pulido Ocampo, succeeding Dr. Edward L. Ferreira. Under Executive Director Ocampo's leadership, CITEM has continued to drive innovative strategies to elevate Philippine exports on the world stage.

A landmark achievement in 2024 was the issuance of Executive Order No. 75, signed by President Ferdinand Marcos on 22 November 2024, which significantly strengthened CITEM's mandate. This EO reinforced the agency's role in fostering an integrated approach to export marketing, ensuring that the Philippines remains a leading producer of globally competitive products and services. In alignment with this directive, the CITEM Board was reorganized to enhance strategic oversight and collaboration. Now chaired by the Secretary of Trade and Industry, the Board includes key government officials and private sector representatives appointed by the President, ensuring a dynamic, inclusive and whole of government structure to support the agency's mission. These milestones underscore CITEM's unwavering commitment to nurturing innovation, promoting sustainability, and expanding market access for Filipino exporters.

This annual report reflects CITEM's steadfast commitment to empowering Philippine exporters, fostering robust global partnerships, and driving sustainable economic growth. We cordially invite you to explore its contents to discover our significant achievements, strategic initiatives, and the inspiring vision we are building for a globally competitive Philippines.



SUMMARY OF EXECUTIVE ORDER NO. 75, SERIES OF 2024

Title	:	STRENGTHENING THE CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Signed	:	November 22, 2024, by President Ferdinand Marcos Jr.
Objective	:	Strengthen the Center for International Trade Expositions and Missions (CITEM) to enhance its role in promoting Philippine exports and trade, driving economic growth through improved organizational structure, operational efficiency, and global market access for local industries.

Key Provisions

- **Governing Board**
Establishes a board reflecting a whole-of-government approach to oversee CITEM's operations and strategic direction.
- **Enhanced Mandate and Role**
Designates CITEM as the primary agency under the Department of Trade and Industry (DTI) for promoting Philippine exports through trade fairs, expositions, and international missions, aligning with national economic goals.
- **Industry Development**
Tasks CITEM with supporting key industries (agriculture, manufacturing, creative industries, and services) through market intelligence, product development programs, technical assistance for market entry, and capacity-building initiatives to enhance global competitiveness.
- **Organizational Restructuring**
Mandates a review and restructuring of CITEM's framework to improve efficiency, streamline operations, and enhance capacity through personnel training, technology adoption, and partnerships.
- **Management of Permanent Showrooms and/or Exhibition Facility**
Directs CITEM to manage permanent showrooms and/or exhibition facilities to showcase Philippine products, providing a consistent platform for local industries to display their offerings to international buyers and enhance market visibility.
- **Promotion of Key Sectors**
Prioritizes high-value sectors (agriculture, manufacturing, creative industries, and services) to boost export competitiveness.
- **Market Expansion**
Mandates CITEM to actively pursue market expansion strategies, identifying and penetrating new international markets for Philippine products, and leveraging trade agreements and global trends to increase export opportunities.
- **Collaboration and Partnerships**
Instructs CITEM to forge stronger collaborations with government agencies, private sector stakeholders, and international organizations to expand trade opportunities and market access.
- **Funding and Resources**
Ensures adequate funding and resources for CITEM's programs, subject to existing laws and budgetary processes



WHAT WE HAVE ACCOMPLISHED IN 2024

In FY2024, the DTI’s Center for International Trade Expositions and Missions (CITEM) continued facilitating export market access to export-ready companies through CITEM Signature Events (IFEX Philippines, Manila FAME and CREATEPhilippines X MIPAM), and Philippine participation in 13 Overseas Trade Fairs (OTFs). Furthermore, CITEM has sustained its efforts to address asymmetric market information through the acceleration of promotional activities in its various digital trade and content marketing platforms and respective sectors, namely: fameplus.com for Home, Fashion, and Lifestyle (HFL); createphilippines.com for the Creatives community; ifexconnect.com for Food, Ingredients, and Food Services; and Sustainability.ph for Environmental and innovative ecological thrusts. These are reflective of the CITEM banner programs DESIGNPhilippines, CREATEPhilippines, FOODPhilippines, and Sustainability Solutions Exchange (SSX), respectively.

TARGETS EXCEEDED: What We Have Accomplished in 2024			
PERFORMANCE INDICATORS	2024 GAA Targets	Accomplishment	% Accomplished
EXPORT / TRADE PROMOTION PROGRAM			
OUTCOME INDICATOR			
PERCENTAGE INCREASE IN NUMBER OF COMPANIES PARTICIPATING IN EXPORT PROMOTION ACTIVITIES	20% increase from 2023 target of 718 companies	118% increase	590%
PERCENTAGE OF RETURNING SMES IN SIGNATURE EVENTS	47%	56%	119%
PERCENTAGE INCREASE IN THE AMOUNT OF POTENTIAL EXPORT ORDERS	20% increase from 2023 target of US\$66.49M total export orders	1844% increase	9220%
OUTPUT INDICATORS			
TOTAL EXPORT ORDERS	US\$66.49M	US\$1,184.435M	1,781%
NUMBER OF SMES/COMPANIES PARTICIPATING IN EXPORT PROMOTION ACTIVITIES	718	1,882	262%
NUMBER OF TRADE INQUIRIES IN EXPORT PROMOTION EVENTS	5,691	38,689	680%
NUMBER OF TRADE BUYERS ATTENDING EXPORT PROMOTION EVENTS (UNIQUE COUNT)	2,684	5,989	223%

CITEM MANDATE

CITEM contributes to DTI's export growth targets by marketing and promoting the Philippines as a reliable source of quality export products. It services the global market through promotional campaigns, community building, trade fairs, missions, and other export promotions programs.

MISSION

We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

VISION

CITEM is a globally recognized export promotion agency that brings Philippine products and services to priority markets.

CORE VALUES

S

Stakeholder-centric

E

Excellence

R

Resource stewardship

V

Versatility

E

Empowerment

OUR QUALITY POLICY

CITEM is committed to delivering efficient, effective, and high-quality Administrative Support Services (Human Resource, Procurement, and Controllershship) that enable the successful implementation of local and international trade fairs, expositions, and industry development programs for export products and services.

To achieve this, CITEM shall:

- Provide timely, accurate, and efficient administrative support services that meet and exceed stakeholder expectations and applicable requirements.
- Establish and maintain streamlined and innovative administrative processes that enhance efficiency, accuracy, and compliance.
- Foster a culture of professionalism, accountability, and continuous learning to ensure a competent and well-trained workforce.
- Ensure full compliance with relevant legal, regulatory, and international standards requirements in all administrative support activities.
- Implement proactive risk and opportunity management strategies to ensure operational resilience and service excellence.
- Promote transparency, integrity, and ethical conduct in all administrative operations.
- Continually improve the Quality Management System related to administrative support to enhance performance and stakeholder satisfaction.



CITEM PHYSICAL ACCOMPLISHMENTS FOR FY2024

HIGHLIGHTS OF ACCOMPLISHMENTS



SIGNATURE EVENTS

In FY2024, CITEM mounted three 32 **Signature Events** in physical format (IFEX Philippines, 10-12 May 2024, Manila FAME (17-19 October 2024), and CREATEPhilippines (CPH) x Manila International Performing Arts Market (MIPAM): Navigate the Touring Circuit (July-August 2024).

- 844 exhibitors assisted
- 515 creative individuals assisted
- 3,311 trade buyers connected
- 32,051 trade inquiries generated
- **USD \$31.108 Million** in booked export orders generated out of the USD \$96.528 Million of potential export orders



17TH IFEX PHILIPPINES

10 - 12 MAY 2024

WORLD TRADE CENTER METRO MANILA



The 17th edition of IFEX Philippines, the country's largest international trade show for food and ingredients under the FOODPhilippines banner, was held at the World Trade Center Metro Manila on May 10-12, 2024. This year's theme, "It's a Salu-Salo", highlighted the rich culinary heritage of the Philippines, bringing together food manufacturers, MSMEs, and international and local buyers. Organized by CITEM, the event recorded nearly 10,000 attendees and welcomed 501 exhibitors, representing both local and international businesses from countries like China, Myanmar, UAE, USA, and Vietnam.

The trade fair achieved USD \$92.24 million in export sales, with China, UAE, and the USA ranking as top buyers. Key accomplishments included increased trade participation, expansion of product categories, and strong partnerships with both government and private sectors, such as the Department of Trade and Industry (DTI), Department of Agriculture (DA), Philippine Exporters Confederation (Philexport), various local government units (LGUs) and food Business Support Organizations (BSO).

IFEX Philippines 2024 featured among its key highlights new product categories that emphasize nutrition-rich, sustainable, and culture-based offerings to align with evolving consumer preferences. Special settings, such as the Halal Pavilion, DA's Premium 7 Crop Showcase, and the Katha Awards for Food, provided additional platforms to promote Filipino food innovations.





MANILA FAME

17 - 19 OCTOBER 2024
WORLD TRADE CENTER METRO MANILA



Organized by CITEM, the Manila FAME, held on October 17-19, 2024, at the World Trade Center Metro Manila, reaffirmed its status as the Philippines' premier trade show for home, fashion, and lifestyle products. Under the theme **"ReimagiNATION,"** the event celebrated Filipino creativity and adaptability, introducing nearly 400 original designs in various categories, including furniture, lighting, fashion accessories, home décor, and holiday gifts. The Manila FAME had a notable increase, with exhibitors growing from 260 in 2023 to 343 in 2024 (32% increase) and trade buyers rising by 43% from 1,418 to 2,177. The presence of regional groups, government agencies (DTI, DA, OTOP), private organization (Philexport) and business support organizations contributed to this growth.

Despite higher participation, export sales declined by 34% from USD \$ 6.576M in 2023 to USD \$ 4.284 million in 2024, primarily due to lengthy negotiations and external economic factors affecting trade agreements. In contrast, domestic sales surged by 60%, with significant transactions recorded in furniture, home décor, and housewares, indicating a strong local market demand. Majority of buyers came from the United States, Japan, Singapore, Australia, and Malaysia, with key trade preferences leaning towards furniture, lamps & lighting, and home décor & houseware.

Key highlights include the following: a) KATHA Awards, recognizing excellence in fashion, home décor, and holiday décor; b) Design Commune, featuring product collaborations inspired by nature and sustainability; c) Artisan Village, showcasing craftsmanship from provinces of Quirino, Bohol, Tarlac, and Regions from Western Visayas, and Bicol, and d) Sustainability Solutions Exchange (SSX) and Design x Pinyapel, which showcased pioneering MSMEs at the forefront of the green transition, setting the stage for innovative, eco-friendly solutions; e) Philippine Components setting, which highlighted architectural panels and other parts and furnishings made from natural materials, and f) The Grand launch of Taglay Pinoy Program, a high-quality digital content creation program for Philippine MSME beneficiaries to boost their market reach and competitiveness which initially featured MSMEs from Marikina, Pangasinan, Ilocos Norte, Leyte, and Cavite.

President Ferdinand Marcos and First Lady Liza Araneta-Marcos visited Manila FAME which brought in mileage and buzz to the event.



CREATEPhilippines (CPH) x Manila International Performing Arts Market (MIPAM):

NAVIGATE THE TOURING CIRCUIT

JULY - AUGUST 2024

MANILA, CLARK, BOHOL, AND DAPITAN



CITEM's initiatives for the Creative Industry Sector is to capacitate the sector to enable them to compete in the global market. For this year, CITEM launched its capacity building initiative dubbed the **CREATEPhilippines (CPH) x Manila International Performing Arts Market (MIPAM): Navigate the Touring Circuit**. This is in partnership with Cultural Center of the Philippines (CCP), and aimed to equip arts organizations with necessary skill sets to conduct business with bookers, touring hosts, and clients. It also aspired for the performing arts groups to be prepared in touring technicalities and be adept in events management. The project attracted a total of 515 unique creatives joining as participants of the multi-leg roadshow and kick-off event across Manila, Clark, Bohol, and Dapitan from July to August 2024.



CITEM PHYSICAL ACCOMPLISHMENTS FOR FY2024

HIGHLIGHTS OF ACCOMPLISHMENTS



OVERSEAS TRADE PROMOTION PROGRAMS

In FY2024, CITEM mounted Philippine participations in 10 Overseas Trade Fairs (OTFs) in Physical format. Total Accomplishments from CITEM Overseas Trade Promotion Programs were as follows:

- **194** SMEs/companies assisted
- **2,678** trade buyers connected
- **6,638** trade inquiries generated
- **USD \$1,153.327 Million** in booked export orders generated out of the US\$1,454.424 Million of potential export orders





MAISON & OBJET 2024

18 - 22 JANUARY 2024

PARIS, FRANCE



Spearheaded by the Center for International Trade Expositions and Missions (CITEM), the DESIGNPhilippines Pavilion in Maison & Objet 2024 showcased an immersive showcase of iconic open/limited edition pieces from 14 participating companies, with innovative furniture, lamps and lighting, and visual arts taking center stage. Carrying the theme “Artipelago,” the 162 sqm Philippine Pavilion was curated by Antonio R. Mendoza of Galerie d’Antoine with the cooperation of DF Art Agency. They showcased proudly Philippine-made products from JB Woodcraft, Finali Furniture, South Sea Veneer, A. Garcia, Weavemanila, Jireh Forge, Venzon Lighting & Objects, Indigenous, Zarate Manila, Mejore, Aerostone, Nature’s Legacy, Tadeco, and Vito Selma. The country’s presence at M&O this year was marked by the integration of visual arts and the exploration of new opportunities by some companies through benchmarking activities during the event. Best-selling items from ARTIPELAGO were Zulu chairs, Udon lamp, cherry blossom lamp, fountains, wall sculpture and sea urchin lamp. The 14 brands/companies received 731 inquiries from 228 unique buyers which resulted to US\$1.539 million export sales.



MAISON & OBJET (translated as Home & Object) is the biannual French trade fair edition that spotlights the most interesting international proposals from the fashion and design world. Held last 18-22 January 2024, MAISON & OBJET (M&O) has been instrumental in bringing premium Philippine-made design and lifestyle products into the European market. With over 6,000 visitors from 147 countries, the trade fair serves as the ideal avenue for Philippine companies to strengthen their presence in

the international design space. This year, M&O celebrated 30 years of French-inspired excellence in the home décor, design, and lifestyle industry.

The Philippine participation at M&O 2024 was in partnership with the DTI Competitiveness and Innovation Group and was supported by the Foreign Trade Services Corps as well as Philippine embassies and consulates in Europe.

AMBIENTE 2024

26 - 30 JANUARY 2024
FRANKFURT, GERMANY



CITEM assisted 43 companies in Ambiente held on 26-30 January 2024 in Frankfurt, Germany. Ambiente is the world's largest trade fair for consumer goods and is considered to be the annual meeting point for suppliers and trade buyers of this industry. Occupying an exhibition space of 352,950 sqm., this year's edition of Ambiente featured 4,928 exhibitors and welcomed 140,000 trade visitors from 170 countries, majority of which came from Germany, Italy, China, France, the UK, the Netherlands, the United States, Spain, Switzerland, Russia and South Korea.

The country's delegation at Ambiente included MSMEs from the Partner Provinces, namely, Antique and Quirino, and some companies new to overseas trade fairs trying to enter business in Europe through market sensing. For Ambiente 2024, DESIGNPhilippines carried the theme "Hues and Heritage". Originating from Design Commune, a culminating showcase of CITEM's product development program in the Manila FAME trade show, the theme presented vibrant hues upscaling traditional artistry through clean lines, minimalism, and modern silhouettes and textures. DESIGNPhilippines also placed the spotlight on Antique and Quirino as two emerging hubs offering crafts that elevate indoor and outdoor spaces. Quirino's display showcased 11 brands that preserve the culture and traditions of the tribes and communities of the province, including intricate fossilized flowers, bags, fashion items, furniture, and handmade wooden decor. The creations from Antique, developed under the theme "Hantique" to highlight the hands that crafted the artfully woven pieces of the region, were the result of a collaboration between 10 MSMEs and artisanal communities with the Design Center of the Philippines (DCP) and Department of Trade and Industry-Antique, with the support of the Office of Senator Loren Legarda, who is committed to bringing Antique's craftsmanship and creativity to the global stage.

The Philippine exhibition in Ambiente attracted 650 unique trade buyers and generated more than 1,000 inquiries from countries including Germany, Italy, Denmark, the Netherlands, Sweden, Spain, Japan, Belgium, Portugal, China, the United Kingdom, the United States, and France. Total sales generated reached nearly US \$2 million, with the best-selling items including furniture, lamps, home accessories, canvas and brush products, embroidered trays, decorative wall birds, organic vases, capiz wreaths, Christmas trees, fossilized flowers, and driftwood decor.



GULFOOD 2024

19 - 23 FEBRUARY 2024
DUBAI, UAE

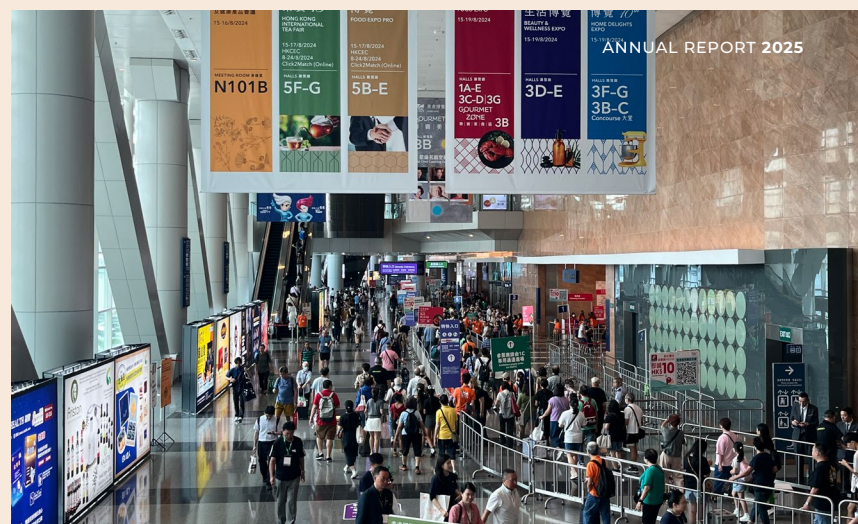


FOODPhilippines, the country's banner for food exports, showcased healthy and convenient options at Gulfood 2024 reflecting the UAE's food trends—from plant-based snacks to fresh produce and ready-to-cook meals. The country's delegation of 25 companies, higher than last year's 18, attracted 852 buyers and generated 2,413 trade inquiries. The total export sales (including sales under negotiation) of FOODPhilippines in the Dubai-based show, tagged as "the world's largest annual food and beverage sourcing event", reached US\$136.738 million. Consequently, the top food products in terms of dollar value of export leads were fruit preserves, cavendish bananas, fermented marine products, and amino sap beverages. For the first time, there were two (2) regional

participations in the event: DTI- Region 2 (Cagayan Valley) and DTI-Region 10 (Northern Mindanao); each region brought three (3) companies.

Gulfood 2024 featured over 5,000 exhibitors and showcased more than 150,000 new products from 190 countries worldwide. The 19th Philippine participation in Gulfood and the 29th edition of the show, was held last 19-23 February 2024 in the Dubai World Trade Center (DWTC), Dubai, UAE. This year's Philippine participation was led by CITEM, an attached agency of the Department of Trade and Industry (DTI), in collaboration with DTI - Export Marketing Bureau (DTI-EMB), and Philippine Trade and Investment Center in Dubai (PTIC-Dubai).





CENTRESTAGE HONG KONG

4 - 7 SEPTEMBER 2024
HONG KONG



The Philippines made its debut at CENTRESTAGE 2024, a leading fashion trade event in Asia held on September 4-7, 2024 in Hong Kong. Organized by the Hong Kong Trade Development Council (HKTDC), CENTRESTAGE hosted over 250 brands from 18 countries, attracting 8,500 buyers from 82 regions. The CITEM participation in Centrestage was made possible through the support of DTI Competitiveness Innovation Group (CIG) and in partnership with Fashion Accessories Makers of the Philippines (FAMPH). The FASHIONPhilippines pavilion featured 15 homegrown brands showcasing the country's craftsmanship in apparel, bags, accessories, and footwear.

The Philippine participation recorded 101 trade buyers and 309 inquiries and generated US\$334,055 in export sales. Top-selling brands, including Agsam Fashion Fern, Thian Rodriguez, Basil, Beatriz, and OEL Designs, attracted strong interest for their cultural yet modern designs, while other brands struggled due to high pricing, lack of representatives, and limited global market alignment.

HKTDC FOOD EXPO PRO

15 - 17 AUGUST 2024
HONG KONG



Held on August 15-17, 2024 at the Hong Kong Convention and Exhibition Centre in Wan Chai, Hong Kong, the HKTDC Food Expo PRO showcased 1,860 exhibitors from 30 countries and regions, including the Philippines. The first Philippine participation in HKTDC Food Expo Pro, organized by the Center for International Trade Expositions and Missions (CITEM) and the Philippine Trade and Investment Center (PTIC) Hong Kong, featured seven manufacturers and producers of fresh and dried fruits, seafood, savory snacks and other snack items. The Philippine participation, showcased in an 18-sqm complimentary space provided by the organizer to CITEM and PTIC HK through a Memorandum of Agreement, was an exploratory initiative aimed at testing the viability of Hong Kong as a support market for Philippine food exports to China. The participation yielded US\$ 2.965 million in total export sales with strong demand for dried durian, banana chips, and fresh young coconut.



TOKYO INTERNATIONAL GIFT SHOW (TIGS)

4 - 6 SEPTEMBER 2024
TOKYO, JAPAN



The Philippines through CITEM, re-established its presence at the Tokyo International Gift Show (TIGS) held in September 2024, after an eight-year hiatus. For this year DESIGNPhilippines, the country's banner promoting Filipino creativity and artisanship on the global stage, presented collections under the theme "Common Design, Uncommon Approach."

DESIGNPhilippines showcased sustainable and handmade home decor, fashion, and gifts made by Philippine entrepreneurs using techniques, styles, and natural materials, all designed for the Japanese market. Designers Wataru Sakuma and Stanley Ruiz curated the showcase. The Philippines mounted its own pavilion of 90sqm with 19 participating companies – 10 for fashion and 9 for home decor. The country's participation in TIGS 2024 also served as a promotion of Manila FAME 2025. Japan remains one of the top visiting countries of the trade show organized by CITEM. Wataru and Stanley developed 80 new products after several consultations with the companies. The participating companies also underwent product selection, through the guidance of the consultants, to be properly guided which of their product lineup should be displayed to maximize the promotion.

The Philippine participation in TIGS was complemented by FINOPINAS, a solo exhibit of the Philippines highlighting its design and craftsmanship through fashion, visual arts, and home and lifestyle products which happened on 02-13 September 2024. The parallel event served as a post-event showroom of TIGS participating companies and a platform where exhibitors met more potential buyers through the assistance of PTIC Tokyo. For this activity, CITEM showcased both the 19 TIGS exhibitors and an additional 7 furniture exhibitors who would like to venture into exports in Japan. The Philippine participation generated 571 trade inquiries and USD 278,812 export sales from 260 trade buyers. The country's participation in TIGS was made possible in partnership with the Philippine Exporters Confederation (Philexport).



CHINA-ASEAN EXPO (CAEXPO)

23 - 28 SEPTEMBER 2024
NANNING, GUANGXI, CHINA



The Philippine participation in the 21st China-ASEAN Expo (CAEXPO 2024) held on September 23-28, 2024, in Nanning, China, showcased the country's trade, investment, and tourism potential. CAEXPO is an annual international investment event that fosters economic partnership and integration between China and the ASEAN.

The country's participation led by CITEM, featured 15 companies offering food, non-food, and services at the Philippine Pavilion in the Commodity Hall. On the other hand, a scaled-down 56-sqm National Pavilion promoting Philippine tourism, investment and competency in outsourcing services were all articulated in the video presentation playing on loop in the big LED screen in the Pavilion.

The Philippine participation in the Commodity Hall generated US\$ 49.05 million in export sales, led by fresh durian, alcoholic beverages, banana chips, and essential oils. CITEM partnered with the Federation of Filipino Chinese Chambers of Commerce & Industry, Inc. (FFCCCII), Philippine Trade and Investment Center (PTIC)-Guangzhou, and the Philippine Embassy in Beijing, China for the trade show.



MALAYSIA INTERNATIONAL HALAL SHOWCASE (MIHAS)

17 - 20 SEPTEMBER 2024
KUALA LUMPUR, MALAYSIA



The Philippines showcased its growing halal industry at the Malaysia International Halal Showcase (MIHAS) 2024, held on September 17-20, 2024 at MITEC, Kuala Lumpur. As one of the largest halal trade exhibitions worldwide, MIHAS 2024 attracted over 38,500 visitors from 90 countries and 2,028 booths from 66 nations, making it a strategic platform for Philippine companies to tap into the global halal economy. Led by CITEM and the Halal Industry Development (HID)-Project Management Office (PMO), the 72-sqm Philippine Pavilion featured 19 Halal Certified exhibitors - 16 food companies and 3 non-food (personal care products) companies. The Philippine participation generated USD \$ 7.880 million in sales. Top-selling products included coconut-based items, herbal drinks, and halal snacks.





SIAL 2024

19 - 23 OCTOBER 2024
PARIS, FRANCE



The Philippines participated in the 60th Salon International de l'Alimentation (SIAL) in Paris, France on October 19–23, 2024. The Center for International Trade Expositions and Missions (CITEM), along with the Department of Agriculture and various Philippine trade offices and private organization (Philexport) led a successful Philippine delegation to the second-largest food industry trade fair in the world. This year's participation brought 19 Filipino food exporters and manufacturers showcasing their premium quality products in the Philippine pavilion.

The Philippine delegation at SIAL Paris 2024 generated 768 trade inquiries from 295 international trade buyers that earned a total export sales value of US\$ 28.673 million. While the demand for Philippine products was strong across the board, assorted Milkfish and Shrimp products stood out as clear favorites. Other top products included Filipino noodles, banana chips, and dried mangoes.





CHINA INTERNATIONAL IMPORT EXPO (CIIE)

5 - 10 NOVEMBER 2024
SHANGHAI, CHINA



The China International Import Expo (CIIE) is the first import-themed, national-level exhibition expo in China that only features foreign exhibitors. Held on November 5-10, 2024 in Shanghai, China, the Philippine participation in CIIE generated a total of USD \$ 1.6 billion in reported sales (including sales under negotiation), purchase agreements, and business matching deals.

The Philippine Pavilion featured 16 exhibitors, showcasing processed and agricultural food products. Fresh durian, frozen pineapple, and banana chips emerged as top-selling items. Durian accounted for 98% of total reported sales of USD \$1.221 Billion (booked and under nego) from the Philippine Participation in CIIE. The largest company contributor secured USD \$ 1.19 Billion in sales for Durian, with supply commitments extending from 2025 to 2027.



Other key exhibitors highlighted the diversity of Philippine food exports. Some institutional buyers signed purchase agreements worth USD \$ 388.74 million for fresh fruits, while the Bank of China's business matching event facilitated additional USD \$ 830,000 in trade deals. Despite logistical challenges and stiff market competition, the event reinforced the strong demand in high-quality, healthy, and natural food products from the Philippines.

The country's participation in CIIE 2024 was organized by CITEM in partnership with the Department of Agriculture (DA), the Philippine Exporters Confederation, Inc. (PHILEXPORT), and the Philippine Trade and Investment Centers in China (Shanghai, Beijing, Hong Kong, and Guangzhou).

CITEM PHYSICAL ACCOMPLISHMENTS FOR FY2024

HIGHLIGHTS OF ACCOMPLISHMENTS



DIGITAL TRADE AND COMMUNITY PLATFORMS (DTCP) AND WEBSITES

As of end-December 2024, CITEM was able to build and maintain five (5) digital promotion, content marketing, and business lead generation platforms:

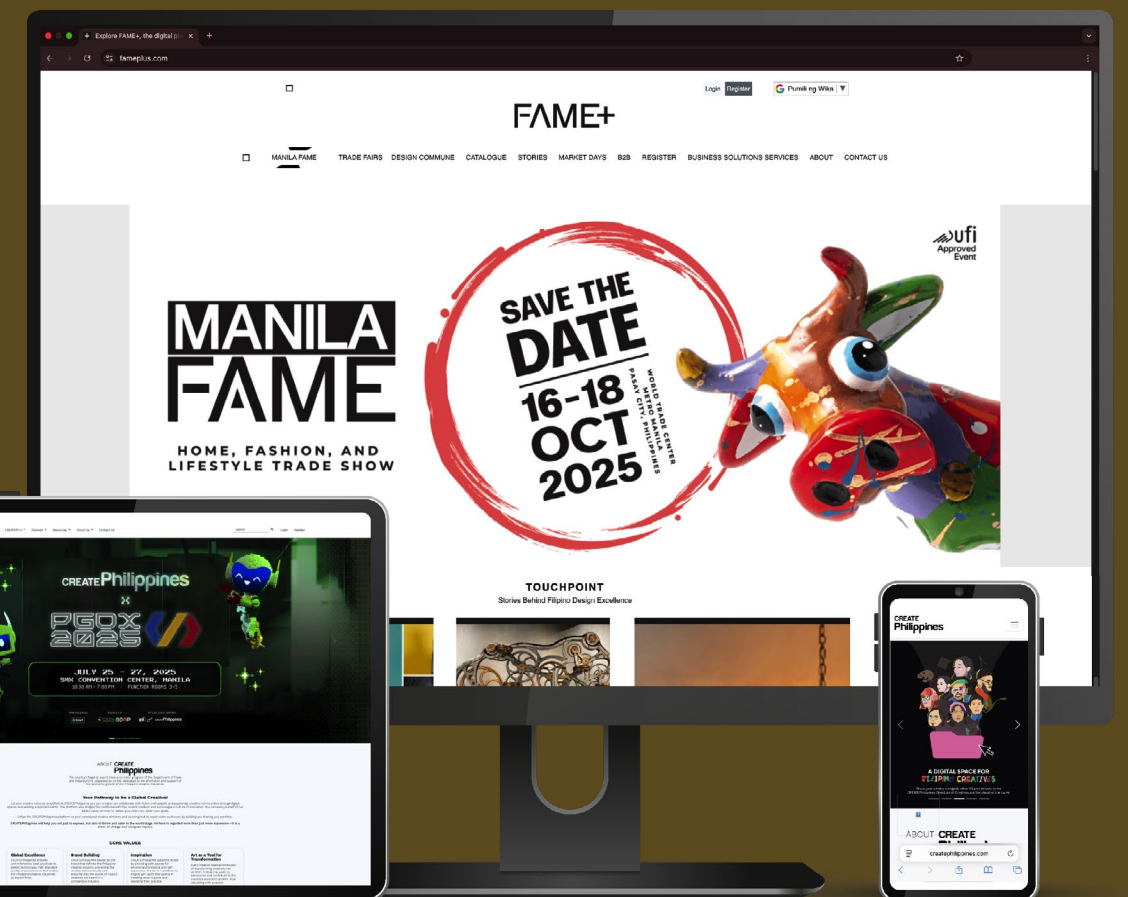
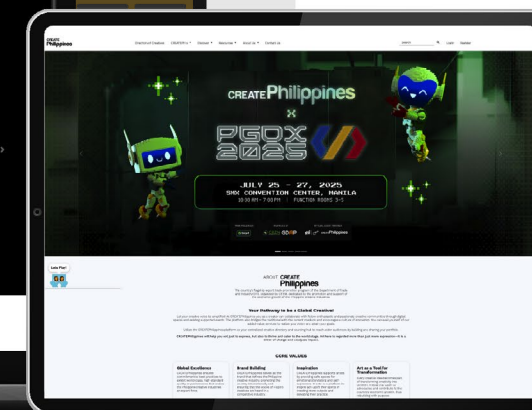
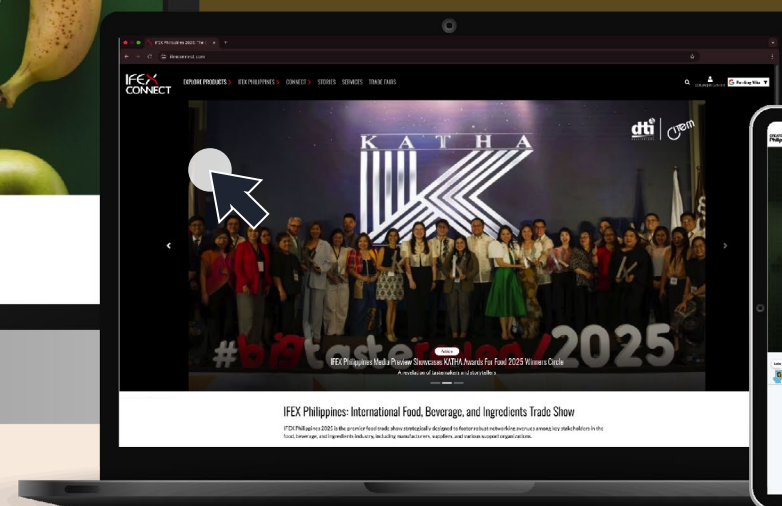
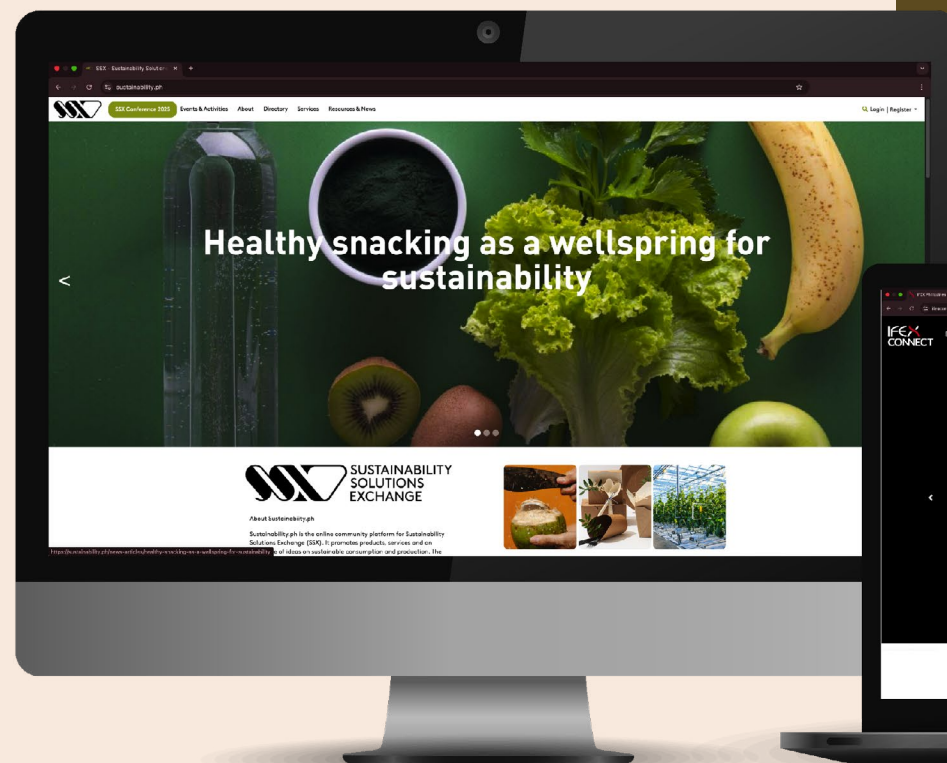
1. fameplus.com
2. IFEXConnect.com
3. createphilippines.com
4. sustainability.ph
5. foodphilippines.com

Total accomplishments of the DTCPs and Websites for 2024 are as follows:

844
EXHIBITORS ONBOARDED

457,342
WEBSITE VISITORS
(UNIQUE USERS)

1,041,258
WEBSITE PAGEVIEWS



FAME+

Fameplus.com

FAME+ is the agency's digital sourcing and storytelling platform for the home, fashion, and lifestyle (HFL) sectors which was launched in October 2020. The www.fameplus.com website houses catalogues of premium home décor & houseware, personal care, beauty and wellness, festive and seasonal décor, fashion, furniture, gifts, lamps and lighting, visual arts, components, souvenirs, pet furniture, toys, and accessories. For the period of January to December 2024, **343 exhibitors** were onboarded in the platform.

Through FAME+, the discoverability of Philippine HFL brands was amplified to a larger extent, and sourcing of Philippine products was enabled anywhere in the world for 24 hours a day, 365 days a year. By year-end, the platform has reached over **710,000 users** since its launch in 2020 with over

193,000 users recorded from January to end of December 2024. FAME+ is in line with the agency's continuing export-promotion initiatives meant to ensure that the country's MSMEs remain competitive globally.

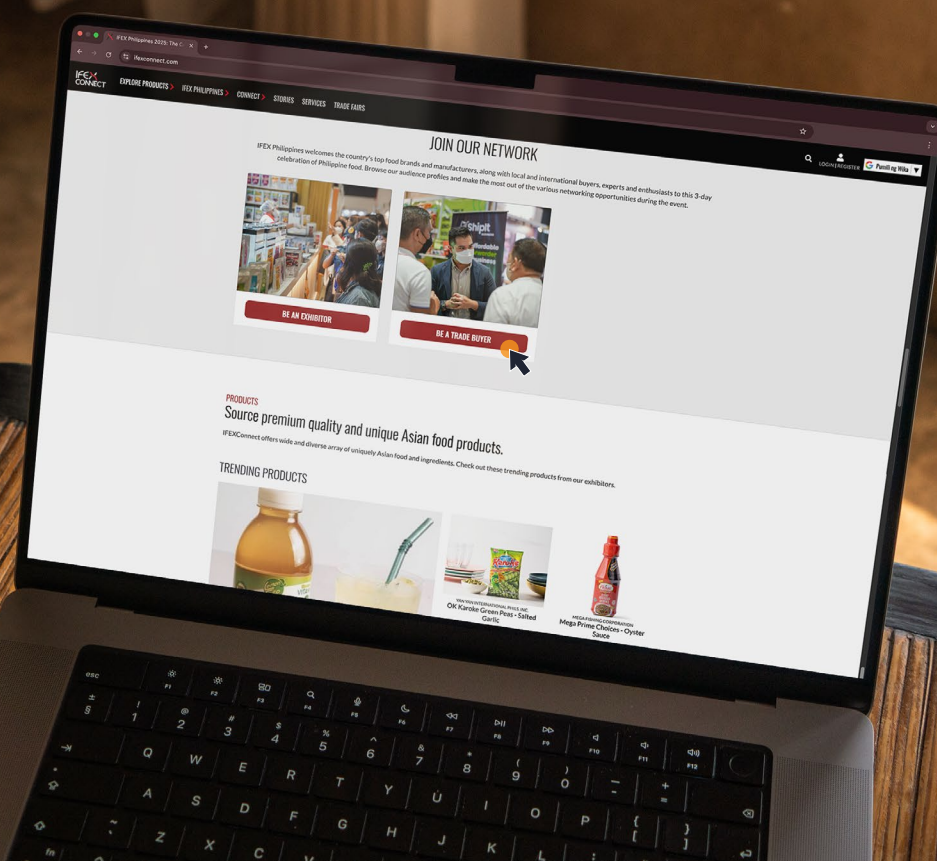


IFEXConnect.com

IFEXConnect.com is the ultimate digital sourcing platform for unique and premium quality Philippine global food and ingredients, which was launched to the public on 23-25 September 2021 during the first IFEX Philippines Digital Expo. Through the platform, exhibitors were able to establish their online presence and reach new markets across the world through CITEM's effective content marketing and strategic digital efforts. As the online home of the Philippines' biggest international trade show for food and ingredients, IFEXConnect offers optimized sourcing, learning, networking, and B2B opportunities for the global food export community 24/7. For the period January to December 2023, **501 exhibitors were onboarded**. As at year-end, the platform has reached over **330,000 users** since its launch with over **115,000 users** recorded from January to December 2024.



IFEX CONNECT





CREATE Philippines

createphilippines.com

CREATEPhilippines.com was officially launched during CREATEPhilippines Creative Futures held on 28-29 June 2021. The CREATEPhilippines website showcases original and aggregated content for the various creative industries, with special features or spotlights on the following cultural domains: Performing Arts, Advertising, Film, Animation, Game Development, and Design. Since its launch, the platform has reached over 52,000 users, and over 9,000 users from January to December 2024.



sustainability.ph

Sustainability.ph aims to foster a nationwide culture of sustainability by empowering Filipinos to make environmentally conscious choices. The platform serves as a central hub to educate and connect, bridging the gap between consumers, sustainable businesses, and environmental advocates.

Through this comprehensive online resource, users can explore in-depth articles and case studies on successful local initiatives, discover eco-friendly products and services in a curated directory, and stay updated on the latest environmental news and events. With practical guides and toolkits, Sustainability.ph equips individuals and businesses with the knowledge needed to contribute to a greener, more equitable future for the Philippines. Since its launch, the platform has reached over **62,000 users** with over **43,000 users** recorded from January to December 2024.





foodphilippines.com

From its launch in September 2021 until July 2024, **FOODPhilippines (foodphilippines.com)** served as a vibrant digital storyteller for the Philippine food industry. The platform promoted everything from CITEM's signature events like IFEX Philippines to the artisans and ingredients behind the products, reaching **over 259,000 users globally** since its launch and **over 98,000 from January to December 2024**. To create a more unified digital ecosystem, the rich content of FOODPhilippines was strategically integrated into the IFEXConnect platform in July 2024, continuing its legacy within a broader, consolidated community.



CITEM PHYSICAL ACCOMPLISHMENTS FOR FY2024

HIGHLIGHTS OF ACCOMPLISHMENTS



INSTITUTIONAL PARTICIPATIONS
AND OTHER TRADE PROMOTION EVENTS



HOME INSTYLE HONG KONG

20 - 23 APRIL 2024
HONG KONG



The Hong Kong Trade Development Council (HKTDC) provided a complimentary booth to CITEM, in the Cultural and Creative Corner which showcased two Filipino exhibitors, featuring a selection of handcrafted home décor of the highest quality. From exquisitely hand-painted pieces by skilled artists to traditional crafts that continue to thrive in the regions of the Philippines, the exhibit highlighted the country's rich heritage and artistry on an international stage. While no direct sales were recorded, an invitation was extended to CITEM officials to sign a Memorandum of Understanding (MOU) with HKTDC, facilitating cross-promotion between Manila FAME and Home InStyle. HKTDC was represented by Deputy Executive Director Sophia Chong, while Deputy Executive Director Ma Lourdes Mediran represented CITEM for the MOU signing. The partnership between HKTDC and CITEM underscores growing ties between Hong Kong and the Philippines, offering opportunities for future growth and success at international trade fairs.





MEGASHOW BANGKOK

17 - 20 JULY 2024
BANGKOK, THAILAND



CITEM's institutional participation in MegaShow Bangkok, held on July 17-20, 2024 at BITEC Bangkok, served as a strategic initiative to promote Manila FAME and explore international trade opportunities. The participation featured KitSilver Jewelry and AnMari and Co., highlighting handmade and artisanal fashion accessories, which attracted the attention of buyers, particularly from the Middle East and India. The Philippine presence generated 15 inquiries from 9 trade buyers. Although there were no direct wholesale or export orders, there was interest from a Thai boutique store in Phuket to include the featured Philippine bags in their offerings. The event also provided an opportunity for the exhibitors to scout for resources and potential collaborations, sourcing components like wooden mini spoons, bowls, and stamping machines for future product development.

ASIA DESIGN SHARING COUNCIL MEETING

24 - 28 JUNE 2024
LANGKAWI ISLAND, MALAYSIA



The Philippines participated in the Asia Design Sharing (ADS) Council Meeting and Seminar 2024, held from June 24-28, 2024, in Langkawi Island, Malaysia. ADS was attended by nine (9) regional design organizations to foster collaboration on design policies, industry innovations, and sustainability-driven initiatives. Hosted by the Malaysia Design Council (MRM), the event aimed to share best practices, benchmark programs, and establish cross-border partnerships in support of Asian designers and MSMEs.

The Philippine delegation, led by CITEM and the Design Center of the Philippines (DCP), presented its 2024-2025 design programs, Environmental, Social, Governance (ESG)-driven initiatives, and international trade show strategies.

Highlights included CITEM's efforts in Manila FAME, IFEX Philippines, and Sustainability Solutions Exchange (SSX), emphasizing the importance of ethical production, upcycling, and circular design in the global market.

DCP, on the other hand, presented the center's programs and projects slated for 2024 anchored on policy, skills, identity, and excellence. Other participating countries shared key insights: South Korea introduced its Young Design Award and sustainability-focused design incubation programs, Indonesia highlighted its Good Design Indonesia initiative, and Thailand showcased its urban design solutions and MSME branding efforts.





ASIA-PACIFIC TEXTILE AND APPAREL SUPPLY CHAIN EXPO & SUMMIT (APTEXPO 2024)

13 - 15 NOVEMBER 2024
SINGAPORE



The Philippine participation in APTEXPO 2024 was led by CITEM in partnership with the Philippine Fashion Coalition (PFC) through the support of DTI CIG's - Malikhaling Pinoy. This was held on 13-15 November 2024 in Singapore and featured 13 apparel designers and six (6) accessory brands in a 90sqm Philippine pavilion. The Philippine participation had a three-pronged objective as follows: 1) To feature designers and deepen the contribution of trade in design services; 2) To build linkages with the textile and apparel value chain; and 3) To showcase tropical resort apparel collections for the multi-brand stores.



The collection also highlighted the use of the Philippine Tropical Fabrics and hand-woven indigenous designed products to target clients who would appreciate quality and craftsmanship and invest in such luxury goods. The participation generated 54 buyer inquiries and 18 business leads. Key opportunities emerged from this participation, including potential collaborations with SC Global Sourcing for high-end apparel, Metro Department Store in Singapore for brand placements, and Nextevo for a sustainable textile initiative using pineapple fibers from the Philippines.



AWARDS AND RECOGNITION

The GCG recognizes CITEM during the GCG Awards Ceremony held on November 25, 2024

CITEM was given recognition by the Governance Commission for GOCCs (GCG) at the GCG Awards Ceremony held at the Philippine International Convention Center (PICC) on November 25, 2024. CITEM received the following awards: 1) One of the top 10 highest-ranking GOCCs for Performance Evaluation Scorecard (PES) for CY 2023; 2) One of the three (3) Most Improved GOCCs for PES; and 3) One of the six (6) GOCCs recipients of the Sustainability Awards.



The CITEM is one of the top 10 highest-ranking GOCCs for Performance Evaluation Scorecard (PES) for CY 2023.



Six (6) GOCCs were recipients of the Sustainability Awards: BCDA; Center for International Trade and Management (CITEM); DBP; LANDBANK, Local Water Utilities Administration (LWUA); and National Home Mortgage Finance Corporation (NHMFC).



One of the Top Ranking GOCCs
in CY 2023 Performance Scorecard for GOCCs



One of the Most Improved GOCCs
in CY 2023 Performance Scorecard for GOCCs



Recognition for Exemplary Efforts
in Upholding Sustainability Values and Practices

CITEM/The Philippines won two awards during the China-ASEAN Expo (CAEXPO) Senior Officials Meeting awarding ceremony



Best Trade Visitor Organizer



Best Organizer for Online CAEXPO

The CITEM Human Resource and Management Division (HRMD) was awarded with the CSC PRIME-HRM Certificate of Recognition (4 HR Systems)

The award was presented by CSC-GSIS Field Office Director Philip Apostol on August 19, 2024. This recognition affirmed that the agency has obtained Maturity Level 2 in the following Human Resource Systems under the Enhanced PRIME-HRM:

- **Recruitment, Selection, and Placement**
- **Performance Management**
- **Learning and Development**
- **Rewards and Recognition**

The CITEM was awarded with the Civil Service Commission (CSC) Program to Institutionalize Meritocracy and Excellence in Human Resource Management (PRIME-HRM) Bronze Award

The award was presented by CSC-GSIS Field Office Director Phillip Apostol on December 9, 2024. The PRIME-HRM is a mechanism that empowers government agencies by developing their human resource management competencies, systems, and practices toward HR excellence.

This award validated the agency's attainment of Maturity Level 2 in the Human Resource Systems under the Enhanced PRIME-HRM Framework:

- **Recruitment, Selection, and Placement**
- **Performance Management**
- **Learning and Development**
- **Rewards and Recognition**



CORPORATE SOCIAL RESPONSIBILITY

Section 48, Environment, of the CITEM's Manual of Corporate Governance under 'Corporate Social Responsibility' stated that "CITEM should strive to re-use and recycle where possible and dispose of non-recyclable items responsibly, thereby minimizing our impact on the environment, in doing so, by adopting simple, environmentally friendly initiatives, CITEM will raise awareness among the community".

Promoting Philippine Sustainability Development Goals (SDG) through Sustainability.ph

CITEM is maintaining the website www.sustainability.ph which is the online community platform for Sustainability Solutions Exchange (SSX). It promotes products, services and an exchange of ideas on sustainable consumption and production. The website features a diverse range of stories about sustainable technologies, interventions and practices that seek to engage businesses and consumers to start or continue their journey towards sustainability. Some articles uploaded in CY2024 in the SSX website are as follows:

- *Healthy snacking as a wellspring for sustainability* (posted: February 6, 2024);
- *A bagful of hope for Mother Earth CITEM partners with Oikos Philippines* (posted April 24, 2024);

STATEMENT ON CITEM'S COMPLIANCE WITH CODE OF CORPORATE GOVERNANCE

For the financial year ended 31 December 2024, the Center for International Trade Expositions and Missions (CITEM) has fully complied with the corporate governance principles/standards through the CITEM Revised Manual of Corporate Governance set by the Governance Commission for GOCCs (GCG) through Memorandum Circular No. 2012-07 or the Code of Corporate Governance for GOCCs.



CITEM 2024 CHARTER STATEMENT AND STRATEGY MAP

VISION

CITEM is a globally recognized export promotion agency that brings Philippine products and services to priority markets.

THEMES

i-CaRe

INNOVATE | CAPACITATE | RESONATE

FINANCE

Ensure Financial Sustainability

STAKEHOLDERS

Improve Stakeholders Satisfaction

Increase Stakeholder Awareness

Accelerate the Growth and Development of SMEs

INTERNAL PROCESS

Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure

Improve Organizational Efficiency

LEARNING & GROWTH

Enhance the Competencies of the CITEM Workforce

MISSION

We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

CORE VALUES

Stakeholder centric, **E**xcellence, **R**esource stewardship, **V**ersatility, **E**mpowerment

CITEM ANNUAL PERFORMANCE REPORT FOR 2024

- In compliance to GCG Memorandum Circular No. 2024-01 dated 28 June 2024, CITEM submitted to the GCG on 30 April 2025 the agency's 2024 Annual Performance Report and related supporting documents as of 31 December 2024.
- The GCG validation of CITEM's 2024 Annual Performance Report was conducted via Zoom on June 26, 2025.
- Results of the Validation is expected within the year.
- CITEM's estimated score for 2024 is **97.72%**



CITEM ANNUAL PERFORMANCE REPORT FOR 2024

Strategic Objective/ Strategic Measure	Formula	Weight	Rating System	FY2024		
				Target	Performance	Estimated Score
SO1 Ensure Financial Sustainability						
1. Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	25%	(Actual / Target) x Weight	56%	62.08% (P73.307 M/ P118.094 M)	25%
2a. Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy (Both Net of PS Cost	5%	(Actual / Target) x Weight	90%	100.00% (P195.557 M/ P195.557 M)	5%
2b. Disbursements Subsidy Budget Utilization Rate	Total Disbursements from Subsidy / Total Obligations (Both Net of PS Cost)	5%	(Actual / Target) x Weight	90%	95.37% (P186.502 M/ P195.557 M)	5%
2c. Corporate Fund Budget Utilization Rate	Total Disbursements from Internally-generated Fund / Total COB from Internally-generated Fund (Both Net of PS Cost	5%	(Actual / Target) x Weight	90%	49.05% (P15.335 M/ P31.263 M)	2.72%
Sub-Total		40%				37.72%
SO2 Improve Stakeholders' Satisfaction						
3. Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	5%	(Actual / Target) x Weight If Below 80% = 0%	90%	94.8% Satisfied (Subject to ARTA's Validation)	5%
Sub-Total		5%				5%

CITEM ANNUAL PERFORMANCE REPORT FOR 2024

Strategic Objective/ Strategic Measure	Formula	Weight	Rating System	FY2024		
				Target	Performance	Estimated Score
SO3 Increase Stakeholders' Awareness						
4. Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	5%	(Actual / Target) x Weight	3,221 (Trade Buyers Only, Unique Count)	5,989 Trade Buyers (Unique count)	5%
5a. Implementation of the Board- Approved Medium-Term Marketing Plan	Number of KPIs in the Marketing Plan with Attained Targets / Total Number of KPIs in the Marketing Plan	10%	(Actual / Target) x Weight	1. Event Attendance/ Viewership (14,000)	16,414	10%
				2. Website Pageviews 700,000	1,041,258	
				3. Unique Users on Platforms (200,000)	457,342	
				4. Social Media/Community Following (700,000)	754,143	
5b. Establish a New Board-Approved Marketing Plan	Actual Accomplishment	10%	ALL or Nothing	Board-Approved Marketing Plan	Board-approved Marketing Plan 2025-2027	10%
6. Increase PR Value	Total PR Value of CITEM's 2024 Projects	10%	(Actual / Target) x Weight	P496.33 Million	P678.759M	10%
Sub-Total		35%				35%
SO4 Accelerate the Growth and Development of SMEs						
7. Number of SMEs Participating in Export Promotion Activities	Actual Accomplishment	5%	(Actual / Target) x Weight	862	1,882	5%
Sub-Total		5%				5%

CITEM ANNUAL PERFORMANCE REPORT FOR 2024

Strategic Objective/ Strategic Measure	Formula	Weight	Rating System	FY2024		
				Target	Performance	Estimated Score
SO5 Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure						
8. Percentage of Completion of the ISSP	Total Number of Deliverables Due for 2024 Attained / Total Number of Deliverables Due for 2024	5%	(Actual / Target) x Weight	100% Attainment of 2024 Deliverables (Based on DICT-Endorsed/Approved ISSP 2024-2026)	<u>Information Systems % Attainment</u> 1) Enhancement of the Trade Fair Information System (TFIS) - 100% Completed 2) Enhancement of the Content Management System (CMS)- 100% Completed 3) Enhancement of the Human Resource Information System (HRIS) - 100% Completed 4) Enhancement of Inventory Management Information System (IMIS)- 100% Completed 5) Development of Accounts Receivable Monitoring System (CARMS)- 100% Completed	5%
Sub-Total		5%				5%
SO6 Improve Organizational Efficiency						
9. Improve Processes to Quality Management System	Actual Accomplishment	5%	ALL or NOTHING	Attain ISO 9001:2015 Recertification	Secured an attestation that CITEM has underwent recertification audit by Tuv Sud	5%
Sub-Total		5%				5%

CITEM ANNUAL PERFORMANCE REPORT FOR 2024

Strategic Objective/ Strategic Measure	Formula	Weight	Rating System	FY2024		
				Target	Performance	Estimated Score
SO7 Enhance the Competencies of the CITEM Workforce						
10. Improve Competency Baseline of the Organization	Competency Level 2024 - Competency Level 2023	5%	ALL or NOTHING	Improvement in the Competency Baseline of the Organization	For FY2024, the Organization's Competency Score was calculated at 1.45, indicating a 3.57% increase from the previous year's score of 1.40	5%
Sub-Total		5%				5%
TOTAL		100%				100%

RISK MANAGEMENT

CITEM has instituted the following measures to mitigate identified operational risks:



PERFORMANCE REVIEW

Periodic performance review of operations and activities to determine actual accomplishment vis-à-vis targets/objectives. Management requires all operating units to submit weekly accomplishment reports and top three priorities for the coming week to ensure that projects are monitored according to the expectations of stakeholders.



COMPLIANCE REVIEW

Periodic review of internal business processes to ensure compliance with current regulations, policies and procedures and other requirements. Expenses are monitored accordingly. This is done during Regular Management Committee meetings with the different functional groups.



PERCEPTION AND VALUE ASSESSMENT

Stakeholders/ Satisfaction Survey for each of the project is undertaken by a third party to check if the performance standards set by the Agency for its stakeholders are met. This feedback mechanism strengthens stakeholders' participation in the Agency's service-related processes and ensures transparency and public accountability. It likewise identifies areas that need improvement.

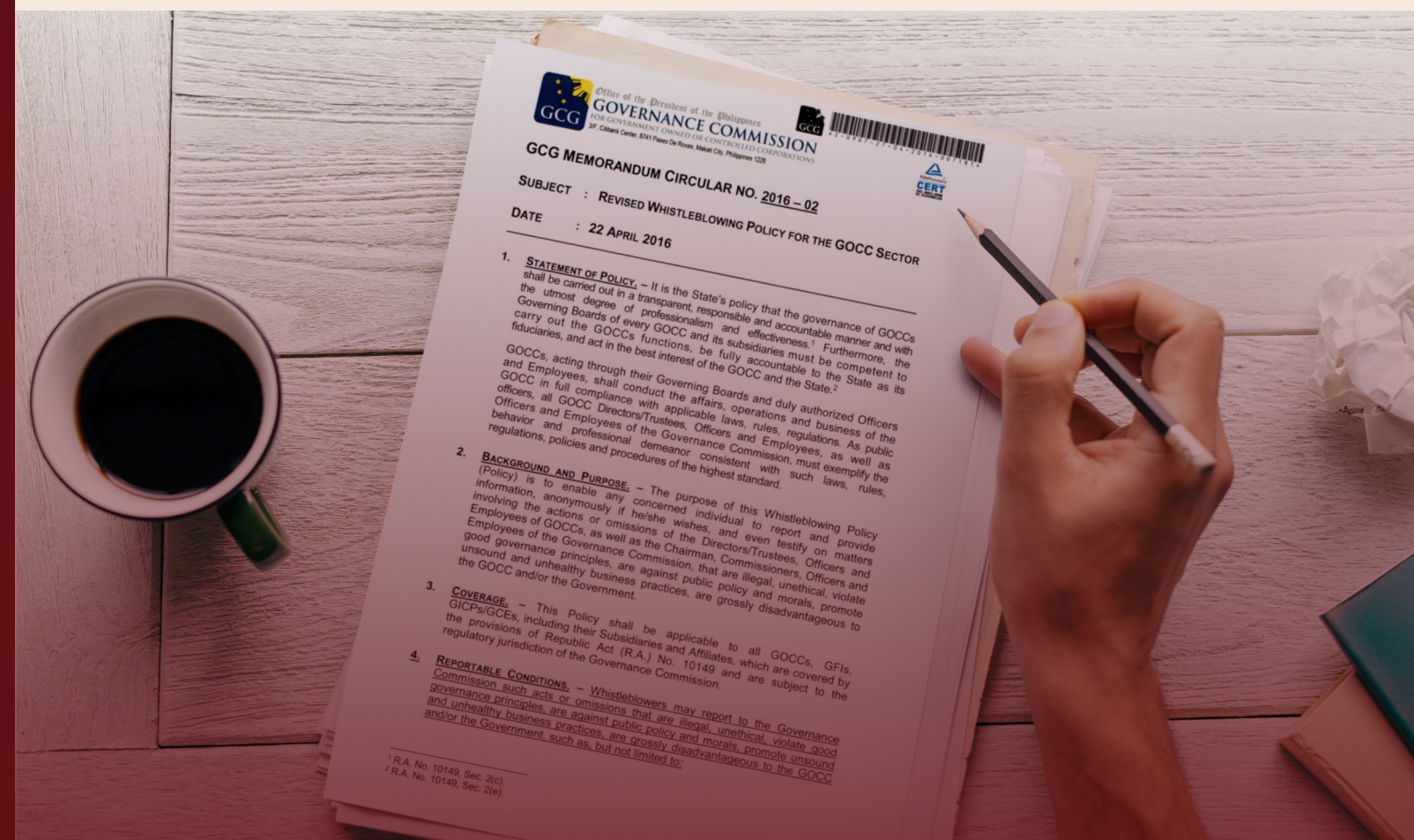


FINANCIAL MANAGEMENT AND CONTROL

Systems are in place for accounting and budget control. Every functional unit in the organization is responsible for managing the budget allocated to them, as authorized in the Corporate Operating Budget. Regular reports on actual vs. planned objectives are provided to adequately monitor and control project and budget impossible.

REVIEW OF RISK MANAGEMENT SYSTEM

The CITEM Board of Governors conducted a review of the company's risk management system and material controls and ensured that necessary actions have been or are being taken to correct the weaknesses identified during the year. The Audit and Risk Management Committee confirms that the internal control system in CITEM is operating adequately and effectively in all material aspects during the financial year and up to the date of this Statement.



REVISED WHISTLEBLOWING POLICY

STATEMENT POLICY

Pursuant to the GCG Memorandum Circular No. 2016-02 also known as the Revised Whistleblowing Policy for the GOCC Sector, the purpose of the Revised Whistleblowing policy is to enable any concerned individual to report and provide information, anonymously if he/she wishes, and even testify on matters involving the actions or omissions of the Directors, Officers, and employees of the GOCCs, that are illegal, unethical, violate good governance principles, are against public policy and morals, promote unsound and unhealthy business practices, are grossly disadvantageous to the GOCC and/or the Government.

01 OPEN DOOR POLICY

As a Team, CITEM's Open Door Policy encourages each employee to speak up when there is an issue or concerns that affects work or accomplishments. It promotes an environment of open communication between employees and all levels of management; to ask questions and report concerns. It is the obligation of everyone to speak up or report about a known or suspected violation to protect the Agency.

02 REPORTABLE CONDITIONS

A. Whistleblowers may report such acts or omissions that are illegal, unethical, violate good governance principles, against public policy and morals, promote unsound and unhealthy business practices, violate CITEM's policies, procedures, rules and regulations, or are grossly disadvantageous to CITEM and/or the Government, such as, but not limited to:

- | | |
|--|---|
| i. Abuse of authority; | xii. Negligence of duty; |
| ii. Bribery; | xiii. Nepotism; |
| iii. Conflict of interest; | xiv. Plunder; |
| iv. Destruction/
manipulation of records; | xv. Receiving a commission; |
| v. Fixing; | xvi. Solicitation of gifts; |
| vi. Inefficiency; | xvii. Taking advantage of corporate
opportunities; |
| vii. Making false statements; | xviii. Undue delay in the rendition
of service; |
| viii. Malversation; | xix. Undue influence; and |
| ix. Misappropriation of assets; | xx. Violation of procurement laws |
| x. Misconduct; | |
| xi. Money laundering; | |

B. Whistleblower may also report such other acts or omissions that otherwise involve violations of the following laws, rules and regulations:

- i. Republic Act No. 6713 (*Code of Conduct and Ethical Standards for Public Officials and Employees*);
- ii. Republic Act No. 3019 (*Anti-Graft and Corrupt Practice Act*);
- iii. Republic Act No. 7080 (*The Plunder Law*);
- iv. Book II, Title VII of the Revised Penal Code (*Crimes Committed by Public Officers*);
- v. Executive Order No. 292, s. 1987 (*The Administrative Code of 1987*);
- vi. Republic Act No. 10149 (*The GOCC Governance Act of 2011*);
- vii. GCG Memorandum Circular No. 2012-05 (*Fit and Proper Rule*);
- viii. GCG Memorandum Circular No. 2012-06 (*Ownership and Operations Manual Governing the GOCC Sector*);
- ix. GCG Memorandum Circular No. 2012-07 (*Cod of Corporate Governance for GOCCs*);
- x. Presidential Decree No. 1267 (*CITEM Citizens' Charter*), and
- xi. Other applicable laws rules and regulations, GCG circulars and order

03 FORM OF REPORT

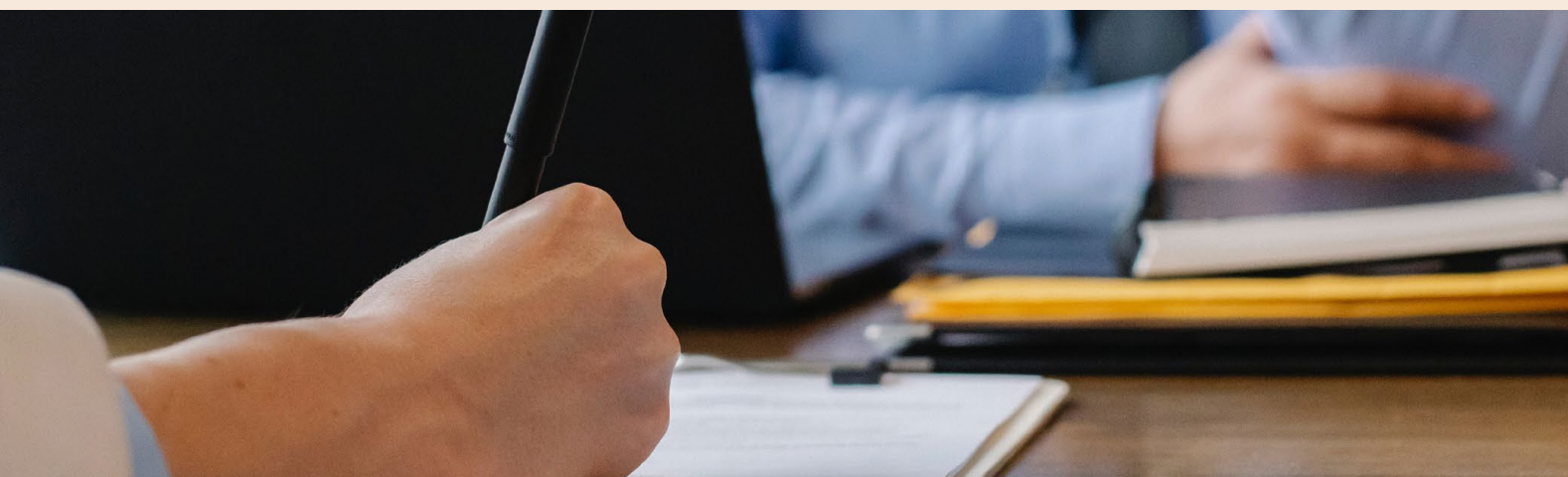
A Whistleblowing Report (WR) shall be in writing, which contains sufficient facts with basis.

03 REPORTING CHANNELS

A. GCG Whistleblowing Web Portal

The GCG website (www.whistleblowing.gcg.gov.ph) as the primary reporting channel for whistleblowers, an online-based platform by which whistleblowers may securely submit reports electronically while at the same time ensuring their anonymity and the confidentiality of their reports.

Whistleblowers are encouraged to utilize this online reporting channel.



B. Alternative Reporting Channel

The following are dedicated reporting channels which the whistleblower can use to file any reportable actions mentioned above:

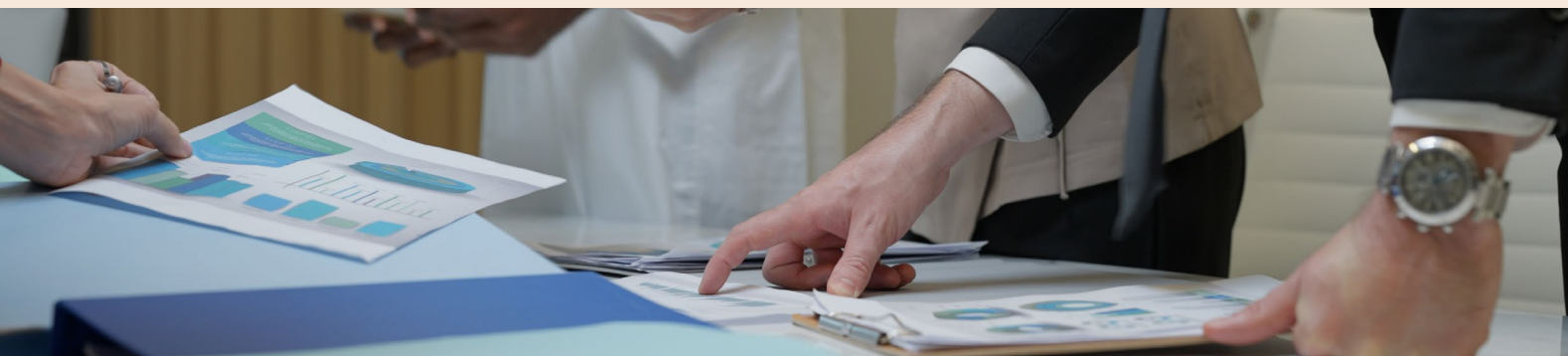
- i. *Face to Face Meetings with CITEM Officials, Officers, and Employees/ or GCG Officials*
- ii. *Website: <http://www.citem.gov.ph>; or <http://www.gcg.gov.ph>;*
- iii. *E-mail : info@citem.com.ph*
- iv. *Mail: Golden Shell Pavilion, Roxas Boulevard, Corner Sen. Gil Puyat Avenue, Pasay City*
- v. *Telephone: (632) 8831 2201 local 250 (HRD Division)*
- vi. *Fax No.: (632) 8832 3965*

05 CONFIDENTIALITY

CITEM shall ensure confidentiality of all information arising from the Report. It shall treat all reports, including of the whistleblower/person concerned and the respondent, in an utmost confidential and sensitive manner. The identity of the whistleblower will be kept confidential, unless compelled by law or by the Courts, or unless the whistleblower authorized the disclosure of his/her identity.

06 DUE PROCESS

Each issue or report will be handled or investigated promptly, consistently, and appropriately. CITEM will observe due process where the respondent will be given the chance to hear and explain his/her side within 15 days from receipt thereof. Personnel who initiate a report may be updated on the actions taken, to the extent allowed by law.



03 PROTECTION AGAINST RETALIATION

1.1 Retaliation actions a whistleblower or any personnel for any report will be taken cognizance of by the CITEM Integrity Monitoring Committee if the report is made in good faith. The GCG may further extend all possible assistance to the whistleblower under the law and given the circumstances.

1.2 Any person covered by this Policy who retaliates, intimidates, harasses, or undertakes any adverse actions against a whistleblower or any person who, in good faith, has cooperated in the investigation of the whistleblowing report, shall be subject to disciplinary action.

1.3 CITEM shall not tolerate any retaliatory acts against a whistleblower who submits a whistleblowing report in good faith.

1.4 A whistleblower shall be protected against retaliation, intimidation, harassment, or other adverse actions for submitting a whistleblowing report in accordance with this Policy. A whistleblower who believes that he/she is the subject of any form of retaliation, intimidation, harassment, or other adverse actions as a result of his/her whistleblowing report should immediately report the same as a violation of and in accordance with this Policy.

1.5 Such retaliation, intimidation, harassment, or other adverse action may include:

- i. *Discrimination or harassing in the workplace;*
- ii. *Demotion;*
- iii. *Reduction in salary or benefits;*
- iv. *Termination of contract;*
- v. *Evident bias in performance evaluation; or*
- vi. *Any act of threats that adversely affect the rights and interest of the whistleblower.*

07 MALICIOUS ALLEGATIONS

If a whistleblower makes allegations that are determined to be fabricated or malicious, and/or he/she persists in making them, an administrative civil or any appropriate legal action may be taken against him/her by the CITEM Management with the Governance Commission.



THE REVISED CITEM WHISTLE BLOWING POLICY IS AVAILABLE IN CITEM WEBSITE AT
REVISED CITEM WHISTLEBLOWING POLICY

CITEM CAPACITY BUILDING AND TRAINING PROGRAMS FOR EMPLOYEES

The CITEM Trainings and Seminars for Calendar Year 2024 encompass a broad range of professional development activities aimed at enhancing employees' skills and institutional knowledge. Various training sessions, workshops, and conferences were attended by CITEM personnel, both online and on-site, covering topics from leadership, communication, and legal education to ICT, design, cybersecurity, and public service ethics. Programs such as the PMDP Leadership Conference, Public Relations training, and the 2024 MICE Conference show the agency's alignment with current industry and governance trends.



LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Instituting a Communication System and Feedback Mechanism	Learn about a communication structure that the DTI can adapt to streamline the communication flow and ensure better communication within DTI, its attached agencies, and its stakeholders. This learning session will also show a feedback mechanism that will enable DTI to effectively monitor news/commentaries about DTI and determine how to address issues that could affect DTI.	January 23, 2024 10:30 AM- 11:00 AM	Zoom	0	2	2
PMDP Leadership Conference 2024	The conference hopes for the alumni to appreciate the value of human centricity and whole-of-government approaches indispensable toward accelerating digital transformation; acquire valuable insights on inclusive digitalization experiences in various countries and sectors; gain inspiration from the success stories of impactful and sustained digitally driven innovations by co-alumni; and rekindle camaraderie and deepen networking within the PMDP community for stronger horizontal governance.	February 1-2, 2024	DAP Conference Center in Tagaytay City	0	1	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
DTI LEARNING SESSION- PUBLIC RELATIONS AND SOCIAL MEDIA	Public Relations and Social Media" organized by the Department of Trade Industry, on February 05, 2024, via Zoom.	February 05, 2024	Zoom	1	3	4
Fast Lead with CSC NCR: Letting Go - Letting People Excel	Includes variety of relevant and significant topics and themes on Leadership and Management (LM) that will help your organization's LM development journey to achieve growth and transformation, speed results and actions and upgrade one's competitive value and competencies. Participants will be able to learn the concepts, principles and practices of various LM topics in two (2) hours.	February 12, 2024, 10:00 am- 12:00 pm	Zoom	3	5	8

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Strategy Workshop for the Review and Updating of Republic Act No. 9285 or the Alternative Dispute Resolution Act of 2004	In line with the attached Advisory No. 2024-001 sent on 2 February 2024, the Office for Alternative Dispute Resolution (OADR) is inviting relevant stakeholders in the public and private sectors to participate in the “Strategy Workshop for the Review and Updating of Republic Act No. 9285 or the Alternative Dispute Resolution Act of 2004”.	February 19, 2024, 9:00 AM - 1:00 PM	Zoom	0	1	1
Fast Lead with CSC NCR: 4Cs of Managing Change Effectively	Includes variety of relevant and significant topics and themes on Leadership and Management (LM) that will help your organization’s LM development journey to achieve growth and transformation, speed results and actions and upgrade one’s competitive value and competencies. Participants will be able to learn the concepts, principles and practices of various LM topics in two (2) hours.	February 26, 2024, 10:00 am- 12:00 pm	Zoom	4	7	11

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Mandatory Continuing Legal Education (MCLE) Synchronous Online Seminar	The Institute for the Administration of Justice (IAJ) is mandated to provide continuing legal education to members of the Bar and those involved in the administration of justice.	March 5, 7, 12, 14, and 19, 2024 8:00 AM to 5:00 PM	Zoom	0	1	1
2024 GCG GENDER AND DEVELOPMENT (GAD) CONFERENCE	In Celebration of the National Women’s Month and in line with our commitment to advocate gender equality principles in the stewardships of Government-Owned or -Controlled Corporations (GOCCs), the Governance Commission for GOCCs (GCG) shall host the inaugural GCG Gender and Development (GAD) Conference under the theme, “WE GADTHER TOGETHER, WE GATHER TO EMPOWER”.	March 20, 2024 8:30AM - 3:30PM	PICC, Pasay City	1	2	3

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Workshop on the crafting of the DTI Communications Plan	The workshop shall convene the Communications Council to share the office's priority agenda and initiatives that will be integrated in the communications plan.	March 21, 2024 8:00AM – 7:00 PM	Seda Residences Makati	1	0	1
Basic Training on Events Management	In the workplace, organizing small to large events will always be a possibility. Successful events management requires a diverse set of skills to plan, execute, and oversee events of varying scales and types. In this training, one will learn the basics in events management to increase productivity and efficiency among the workforce in handling internal and external events.	March 26, 2024 8:30AM - 3:30PM	Zoom	0	1	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Pinaghusayan 2024	Attend the indicated event for the CREATEPhilippines' team's immersion, benchmarking, skill-building, and networking.	April 26, 2024	PTTC - GMEA	0	2	2
Learning Session on PRIME HRM	As part of preparations for PRIME HRM re accreditation, CITEM aims to conduct a series of orientations under the PRIME-HRM framework. Recruitment, Selection, and Placement, Performance Management, Learning and Development, Rewards and Recognition, PRAISE, PRIME-HRM.	April 15, 16, 22, 23, and 25, 2024	PTTC	1	3	4

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Stay Safe Online Cyber Security Basics	Covers general ideas on internet safety and provides fundamental knowledge on the Cyber Threat Landscape and Basics of Cybersecurity Awareness.	April 17, 2024	Online	5	0	5
Cybercrime: Effective Reputation Management Techniques	This course shall discuss mainly around the topics of data protection against leaks, risk management, recovery techniques in cases of data compromise, and the prevention of further data breaches.	April 22 - 26, 2024	Online	5	0	5

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Holistic Prescription for Boosting Immunity	Covers general ideas on internet safety and provides fundamental knowledge on thDr. Galvez tan aims to teach the participants how to boost their immunity for maximum health.e Cyber Threat Landscape and Basics of Cybersecurity Awareness.	April 24, 2024 5:30 PM – 8:30 PM	Online	0	2	2
Ushering Industry 4.0 in the Philippines Industrial Landscape	Learn the opportunities and challenges faced by companies in the transition of the Philippines in its adoption of Industry 4.0 technologies in the markets, as well as different government programs and initiatives for the technological advancement of local industries.	April 30, 2024 1:00-5:00PM	Dusit Thani Manila, Makati City	1	1	2

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Web Development with Python using Django	For participants who want to learn Django from scratch and work through a fully functional Project; this course is designed for been Python programmers who intend to move their expertise to the web.	May 6-10, 2024 1:00 PM - 5:00 PM	Online	2	0	2
Data Science and Analytics	Subject Matter Experts on ICT Specialized Training program	May 21-23, 2024 8:00 AM - 5:00 PM	DICT Diliman	2	1	3

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Lean Six Sigma Yellow Belt	The Six Sigma Yellow Belt operates in support of or under the supervision of a Six Sigma Black Belt, analyzes and solves quality problems and is involved in quality improvement projects	May 27 - 28, 2024	Online	1	0	1
Introduction to UI (User Interface) and UX	Digital Transformative Technology, Transformative methodologies and tools that make service delivery effective, efficient, fast and secure.	June 11 - 12, 2024 8:00 AM to 5:00 PM	DICT Diliman	2	1	3

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
4th Government Internal Auditors Summit	The summit aims to present the evolving IA landscape that is driven by the key trends that are reshaping IA practices and demanding adaptability from IA professionals. These trends impact the role of the internal auditors by requiring them to embrace technology, comply with changing requirements, enhance risk management strategies, and acquire new skills necessary to navigate the future.	June 13 - 14, 2024 8:30AM – 5:00PM	Online	1	6	7
Digital Transformation ICT Project Management	Digital Transformative Technology, Transformative methodologies and tools that make service delivery effective, efficient, fast and secure.	June 18 - 20, 2024 8:00 AM to 5:00 PM	DICT Diliman	0	1	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Workers' Empowerment for Responsive Queer Inclusion (WERQ)	This project aims to: (1) Develop the thinking and articulation of the Philippine LGBTQI+ and labor situation through the lens of economic justice and intersectionality; (2) Co-create solutions and programs through collaborative platforms, capacity development, and strategic engagements among the labor groups, LGBTQI+ organizations, and other civil society actors; and (3) Enable labor groups and LGBTQI+ workers to advance advocacy on rights-claiming and campaigning.	June 24, 2024	Microtel by Wyndham at UP Technohub	1	1	2
Regional Human Resource Management Practitioner's Congress 2024	This year's HRMP Congress theme will emphasize the strategic role of the HRM Practitioners working in collaboration with the line managers in exploring the future workplace through harmonious integration of technological advancement and human-centric values.	June 26 - 27, 2024	Online	1	2	3

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
In-House training entitled: “Mastering Performance Coaching: Unlocking Potential with the GROW Model”	This program aims to provide managers and supervisors with a framework and strategies for conducting performance coaching and feedback to optimize employee capabilities towards attaining CITEM’s strategic goals and objectives.	July 10, 2024	CITEM	2	13	15
2024 Philippine MICE Conference	MICECON serves as a platform by which our MICE stakeholders learn from global experts new trends, approaches, methods and insights as well as draw inspiration and energy from their message to reach and fulfill new heights for the Philippine MICE and Tourism Industry.	July 10 - 12, 2024	Clark Pampanga	1	1	2

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
In-House Training on One-Time Cleansing of Property, Plant, and Equipment (PPE)	Guidelines and Procedures in conduct of physical count of property, plant and equipment (PPE), Recognition of PPE Item at Station, and Disposition for Non-Exisiting /Missing PPE Items, for the One-Time cleansing of PPE Account Balances of Government Agencies.	July 31, 2024	CITEM	4	8	12
PRINTCON 2024: A Conference for Printers, Designers, and Businesses	With the aim to support the growth and development of the local printing industry as well as the country's Creative Communities and MSMEs, the Philippine Printing Technical Foundation along with the Philippine Trade Training Center-Global MSME Academy host the PrintCon 2024, a vital platform in showcasing the transformative power of print, how it can breathe life into creativity, and add substantial value to local products.	August 15 - 16, 2024	PTTC	2	2	4

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
UX+ Conference 2024	UX+ dives deep into design's most pressing challenges. We explore cognitive biases, champion inclusive design, and strike the balance between aesthetics and functionality. Our sessions push attendees to advocate for underserved users and harness design as a strategic business asset. From storytelling and self-advocacy to creating resonant products, we cover the essential skills that shape design's future.	August 18, 2024	SMX Mall of Asia	3	2	5
DP Council Sectoral Trainings and Workshops	This training is essential for ensuring our office remains compliant with data protection standards, and I believe it will significantly benefit our operations.	August 19, 2024	PICC Pasay	1	0	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
ISO 9001:2015 Internal Quality Audit Training	The purpose of Training ensures a comprehensive transfer of knowledge and understanding of the IA Process	August 26 - 27, 2024	CITEM	4	5	9
Work Ethics and Integrity in the Workplace	This Webinar will inspire and challenge government officials & employees to value and uphold integrity in public service.	August 29, 2024 5:30 PM – 8:30 PM	Online	0	5	5

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Kaseya Administration Training	This course introduces you to extensive training of Kaseya VSA administration. This training program is meant to provide the client's IT personnel with the capability of handling a day-to-day IT operation using Kaseya.	August 27 - 30, 2024 8:30 AM - 5:00 PM	NMI Training Room, Makati City	2	0	2
DP Council Sectoral Trainings and Workshops	Empowering the HoPE: Executive Session on Government Procurement	September 03 - 06, 2024	GPPB Building, Quezon City	0	1	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
2024 Sustainable Agriculture Forum	Given the current global food crisis and various external pressures, it is essential to promptly tackle the fundamental challenges within the sector to enhance productivity, generate quality employment, stimulate trade and investment, and foster inclusive growth and development that benefits smallholder farmers, fishers, consumers, businesses, and society as a whole.	September 26, 2024 9:00 AM to 4:30 PM	Dusit Thani Manila	0	4	4
UNDERSTANDING THE ASEAN COMMUNITY	This course will equip the participant with the knowledge and skills to effectively engage with the ASEAN community. This will also give the participant with heightened awareness, understanding, and appreciation of the ASEAN community, equipped with strategies for engaging with and contributing to regional cooperation development, and harmony.	September 30, 2024 8:00 AM to 5:00PM	Zoom	0	2	2

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
Appraisal and Disposal of Government Properties	The course deals with the procedures, principles and different approaches in the appraisal of governemnt property for disposal. This training will complement the training on the planned One-time cleansing of Property, Plant and Equipment by CITEM.	October 8 - 10, 2024	Zoom	1	2	3
2024 PUBLIC SERVICE EXCELLENCE FORUM	This two-day forum is designed to enhance the efficiency, responsiveness, and innovation in the public service sector, ensuring it is equipped to meet the everchanging needs of the public.	November 14 - 15, 2024	Midas Hotel Roxas Blvd.	0	1	1

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024

LIST OF TRAININGS / SEMINARS ATTENDED BY CITEM EMPLOYEES CY 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
"Essential Skills in Project Procurement and Contract Management"	Designed to equip professionals with the knowledge and skills needed to excel in government procurement	November 19 - 22, 2024	Commonwealth Avenue, Diliman, Quezon City	0	7	7
“Mastering Service and Solutions Orientation: Building Effective Customer Relationships”	The program is designed to equip participants with the skills and knowledge necessary to excel in service and solutions orientation. Through interactive sessions, participants will learn to understand stakeholder needs, develop responsive services, and manage issues effectively.	November 25 - 26, 2024	PTTC	1	24	25
Corporate Governance Orientation Program (CGOP)	ICD's Corporate Governance Orientation Program (CGOP) aims to provide participants with fundamental and essential appreciation of the benefits and impact of modern corporate governance best practices. The subject matter is framed within the context of local reforms and how these relate and respond to regional	December 03 - 04, 2024 8:00AM - 12:00 PM	Zoom	0	2	2

CITEM WELLNESS PROGRAMS 2024

The CITEM Wellness Programs for Calendar Year 2024 reflect the agency’s commitment to promoting employee health and fostering a well-balanced workplace. A variety of health-related activities are participated in by CITEM employees, such as cardiovascular screenings, flu vaccinations, and participation in agency-wide events that also contribute to health awareness. These activities and wellness programs are as follows:

3 cardio-vascular screening activities

Flu vaccination

Clinic consultations on the following, among others:

- Hypertension
- Acute Gastroenteritis
- Acute Viral Infection
- Diabetes Melitus
- Skin Infection
- Pneumonia
- Conjunctivitis
- Contact dermatitis
- Migraine

LIST OF AGENCY-WIDE ACTIVITIES AND WELLNESS PROGRAMS ATTENDED BY CITEM EMPLOYEES C.Y. 2024						
PROGRAM TITLE	OBJECTIVE	DATE	VENUE	NO. OF ATTENDEES		
				MALE	FEMALE	TOTAL
FLU VACCINATION	To improve CITEM's immunization against Influenza.	July 08, 2024	CITEM	27	71	98
CARDIOVASCULAR SCREENING 1	The objective of this health consciousness & monitoring activities is to properly monitor the current state of employees' health through a free blood pressure, sugar, and cholesterol, screening and monitoring to be conducted on-site in partnership with Pharmaceutical companies through our Occupational Health Physician.	January 09, 2024	CITEM	18	37	55
CARDIOVASCULAR SCREENING 2		April 24, 2024	CITEM	9	29	38
CARDIOVASCULAR SCREENING 3		September 10, 2024	CITEM	10	29	39
CSC ANNIVERSARY ACTIVITY: 2024 PCSA VIBERUN: TAKBO PARA SA MGA SERVANT HEROES.	Participation of CITEM in anniversary celebration of Civil Service Commission	September 01, 2024	Quirino Grandstand, Rizal Park Luneta	15	27	42
2024 CITEM YEAR END & ANNIVERSARY CELEBRATION, PRAISE AWARDS, AND ORGANIZATION DEVELOPMENT ACTIVITY	CITEM's annual celebration focuses on resilience and creativity in times of uncertainty. It aims to promote workplace harmony, increase organizational productivity, and improve communication.	December 17, 2024	Century Park Hotel	CITEM EMPLOYEES		

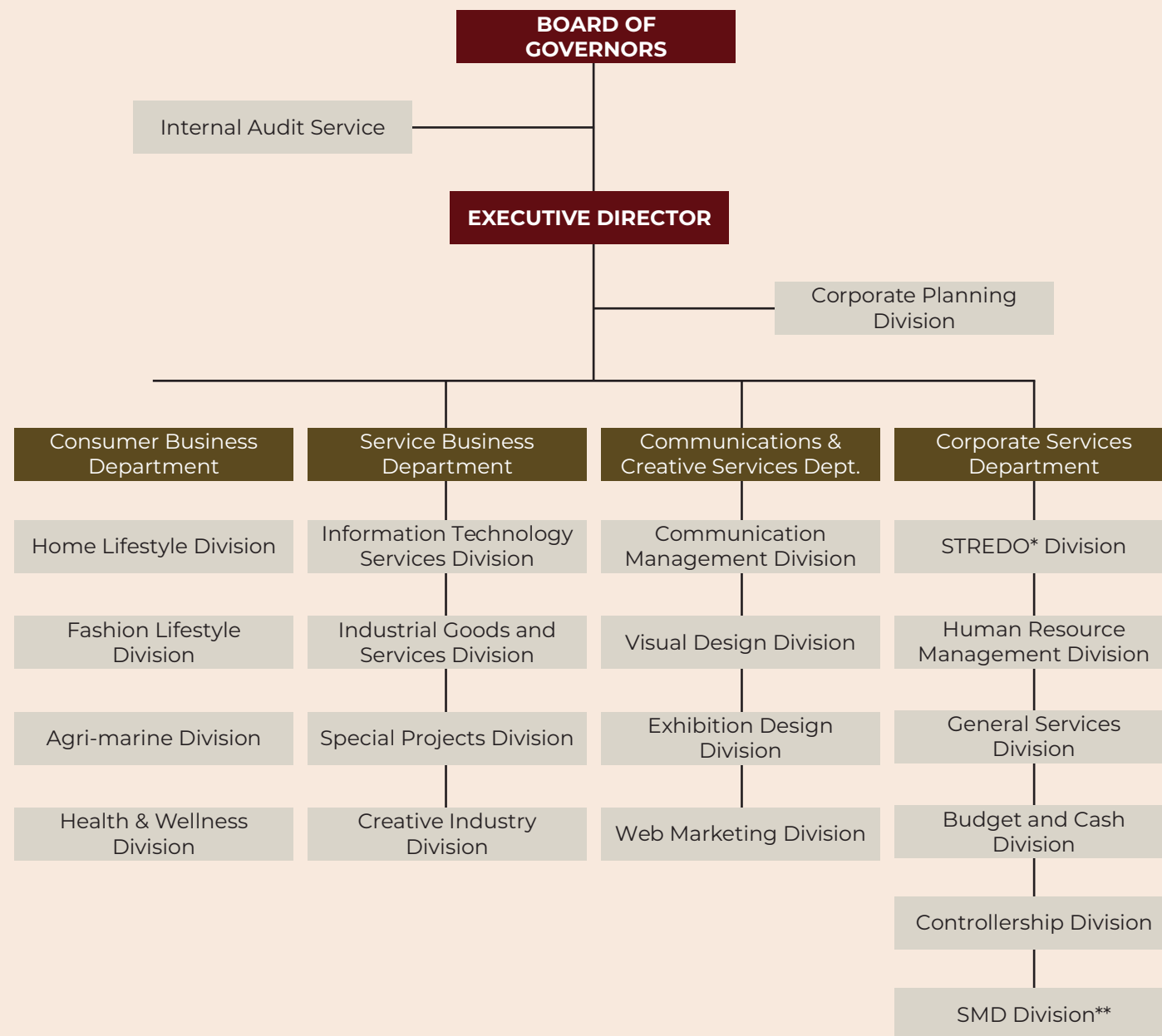
CITEM FINANCIAL PERFORMANCE INDICATORS

YEAR 2024

With Comparative Figures from CY2023 and CY2022
(In Million Pesos)

INDICATORS			2024 UNAUDITED FS	2023 UNAUDITED FS	2022 AUDITED FS (AS RE-STATED)
Current Ratio	= $\frac{\text{Current Assets}}{\text{Current Liabilities}}$				
			P 331.463	P 311.209	P 340.509
			P 73.005	P 63.430	P 69.321
			4.54	4.91	4.91
Net Working Capital	= Current Assets - Current Liabilities				
			P 331.463	P 311.209	P 340.509
			P 73.005	P 63.430	P 69.321
			P 258.458	P 247.779	P 271.188
Debt Ratio	= $\frac{\text{Total Liabilities}}{\text{Total Assets}}$				
			P 95.931	P 63.429	P 69.321
			P 653.662	P 629.271	P 662.134
			15%	10%	10%
Subsidy Ratio	= $\frac{\text{Total Subsidy}}{\text{Total Expenses}}$				
			P 195.557	P 164.657	P 152.612
			P 271.382	P 249.588	P 205.817
			72%	66%	74%

CITEM DBM-APPROVED ORGANIZATIONAL STRUCTURE



* STREDO - Shipping, Travel, Records, and Documentation Division

** SMD - Systems Management and Development Division

CITEM BOARD OF GOVERNORS





ALFREDO E. PASCUAL

SECRETARY
DEPARTMENT OF TRADE AND INDUSTRY

7F Filinvest Building, 387 Sen. Gil Puyat Ave., Makati City

CITEM BOARD OF GOVERNORS APPOINTMENT
June 30, 2022 - August 02, 2024
CITEM BOARD CHAIRMAN

Alfredo E. Pascual is the Secretary (Minister) of the Department of Trade and Industry (DTI) of the Philippines, appointed in June 2022. With over four decades of leadership experience, Mr. Pascual has played a vital role in both national and international institutions. His career spans key executive positions in corporate governance, finance, and education. Before joining DTI, Mr. Pascual was an independent director for publicly listed companies, including SM Investments Corporation, Megawide Construction Corporation, and Concepcion Industrial Corporation. He also served on the boards of several non-profit and policy organizations, such as the Philippine Institute of Development Studies (PIDS), International Rice Research Institute (IRRI), Institute for Solidarity in Asia (ISA), Philippine Council for Foreign Relations (PCFR), and US-Philippines Society (USPHS).

As Secretary and CITEM Board Chairman, he led national efforts in trade, industry development, and investment promotion. He served as President of the Management Association of the Philippines (MAP) before joining DTI. He was also the President and CEO of the Institute of Corporate Directors (ICD) from 2018 to 2019, advocating for good corporate governance. He served as President and Co-Chair of the University of the Philippines (UP) System from 2011 to 2017 and as Alumni Regent from 2009 to 2010, overseeing key academic and institutional developments. At the Asian Development Bank (ADB), he worked for 19 years (1989–2008), holding roles such as Director for Private Sector Operations, Director for Project Finance, and Advisor for Public-Private Partnerships. He also taught as a finance professor at the Asian Institute of Management (AIM) in the 1980s.

He earned a Master of Business Administration (MBA) and a Bachelor of Science in Chemistry (cum laude) from the University of the Philippines. He completed the EC-ASEAN Program on Strategic and Organizational Change at the Euro-Asia Centre, INSEAD (France). His awards and honors include Honorary Doctorates from UP and four other universities, the Presidential Lingkod Bayan Award from Malacañang, and the Rotary Golden Wheel Award for Higher Education.



CEFERINO S. RODOLFO

UNDERSECRETARY
DEPARTMENT OF TRADE AND INDUSTRY

3F DTI International Building, 375 Sen. Gil J. Puyat Ave.

CITEM BOARD OF GOVERNORS APPOINTMENT
September 08, 2023 - August 16, 2024
CITEM BOARD ALTERNATE CHAIRMAN

Dr. Ceferino S. Rodolfo, known as Usec. Perry, is a distinguished economist and trade policy expert, currently serving as Undersecretary for Industry Development and Investment Promotions Group at the Department of Trade and Industry (DTI). He also holds the position of Managing Head and Vice Chair of the Board of Investments (BOI), with the pivotal role in driving the country's industrial growth, investment generation, and trade policy reforms. He joined DTI as Assistant Secretary in 2013, after nearly two decades in academia and development assistance, and was appointed Undersecretary in 2016, leading the Industry Development and Trade Policy Group.

Dr. Rodolfo successfully negotiated major international trade agreements, including the Philippines-European Free Trade Association Free Trade Agreement (PH-EFTA FTA) and the Philippines' entry into the EU Generalized Scheme of Preferences Plus (EU GSP+). He also spearheaded the Philippines-South Korea Free Trade Agreement (PH-ROK FTA), and expanded the country's trade and investment networks through new Joint Economic Commissions (JECs) and high-level dialogues with economies such as Switzerland, Canada, Russia, Germany, Australia, South Korea, the UK, and more. He led the Philippine delegation at major global trade policy events, including the WTO Trade Policy Review in 2018 and the 12th WTO Ministerial Conference in Geneva in 2022. He also secured the highest investment registration in BOI's 56-year history, reinforcing the Philippines' position as a prime investment destination.

With a strong academic background in economics and public administration, Usec. Perry has been instrumental in shaping Philippine industrial policy, trade negotiations, and investment strategies. He has spearheaded bilateral trade agreements and international economic partnerships, positioning the Philippines as a competitive player in global trade. He earned his Bachelor's Degree in Economics from the University of the Philippines School of Economics, a Master of Science in Industrial Economics from the University of Asia and the Pacific (UA&P)—formerly the Center for Research and Communication—under a Hanns Seidel Foundation scholarship, and a Doctorate in Public Administration from the University of the Philippines National College of Public Administration and Governance. His international training includes the International Faculty Development Program at IESE Business School in Barcelona, Spain, as an IESE Scholar, and the Strategic Management Program at the Industrial Management Institute in Tehran, Iran, where he was an Islamic Development Bank Scholar.

In November 2023, Usec. Perry was designated as Undersecretary for Industry Development, Trade and Investment Promotion, expanding his leadership scope to include trade promotion and export development. His strategy integrates industry and investment-driven approaches to strengthen the Philippines' economic position in global markets. With a career dedicated to economic growth, trade expansion, and investment promotion, Dr. Ceferino S. Rodolfo continues to drive policy innovations and international partnerships that shape the Philippines' industrial and trade landscape.



MA. CRISTINA A. ROQUE

SECRETARY
DEPARTMENT OF TRADE AND INDUSTRY

14F Filinvest Building, 387 Sen. Gil J. Puyat Ave., Makati City, Philippines

CITEM BOARD OF GOVERNORS APPOINTMENT
August 02, 2024 - Present
CITEM BOARD CHAIRMAN

Ma. Cristina A. Roque currently serves as the Secretary of the Department of Trade and Industry (DTI), where she plays a pivotal role in shaping national trade and investment policies. She advises the President of the Philippines on economic and business matters, oversees the department's operations, and ensures the effective implementation of programs across all DTI offices and attached agencies. She served as Trade Undersecretary from February to July 2024, leading the MSME Development Group (MDG), where she oversaw key DTI bureaus and offices, including the Bureau of Small and Medium Enterprise Development (BSMED), Bureau of Market Development and Promotions (BMDPO), One Town, One Product (OTOP) Program Management Office, Comprehensive Agrarian Reform Program Management Office (CARP-PMO), Small Business Corporation (SBCorp), Cooperative Development Authority (CDA), and the Philippine Trade Training Center (PTTC).

With a strong 30-year background in entrepreneurship and extensive public sector experience, Secretary Roque is a dedicated advocate for the growth and empowerment of Micro, Small, and Medium Enterprises (MSMEs)—a key driver of the Philippine economy. Her leadership is marked by innovative initiatives that foster digital transformation, market expansion, financing accessibility, and business mentorship. She launched the OTOP Retail and Learning Center, enhancing OTOP hubs and Go Lokal stores by integrating retail with business mentorship. She championed the DTI's 5-Point MSME Agenda, which focuses on digitalization and e-commerce adoption, market diversification and export promotion, access to financing, franchising support, and business mentorship and training.

She led the first-ever DTI Beauty Fair in 2024, supporting MSMEs in the beauty and wellness sector. She expanded MSME access to trade fairs by integrating e-commerce into events like the DTI-Bagong Pilipinas National Food Fair and Trade Fair in 2024. She also spearheaded the DTI-Bagong Pilipinas Marketplace, the largest B2B e-commerce platform in the country, connecting Filipino MSMEs to domestic and global markets.

Secretary Roque aims to further strengthen global market access for Philippine MSMEs by establishing SME hubs within Philippine Trade and Investment Centers (PTICs) and embassies worldwide. These hubs will serve as international showcases for Filipino products, driving export growth, boosting the manufacturing sector, and creating more job opportunities.

She holds a Bachelor of Science in Industrial Management Engineering with a minor in Chemical Engineering from De La Salle University.



BLESILA A. LANTAYONA

UNDERSECRETARY
DEPARTMENT OF TRADE AND INDUSTRY

14F Filinvest Building, 387 Sen. Gil Puyat Ave., Makati City

CITEM BOARD OF GOVERNORS APPOINTMENT
October 04, 2024 - Present
CITEM BOARD ALTERNATE CHAIRMAN

Blesila A. Lantayona serves as the Undersecretary of the Department of Trade and Industry (DTI) and Supervising Head of the Regional Operations Group (ROG). As a key member of the DTI Executive Committee, she plays a crucial role in shaping policies that drive MSME development, trade, and industry growth, ensuring that regional and provincial perspectives are well integrated into national strategies. With an extensive career in DTI, Undersecretary Lantayona has held various technical and managerial positions, including Technical Staff at DTI Region XI (Davao Region), Provincial Director of DTI-Davao del Sur, Assistant Regional Director of DTI Region XI, Regional Director of DTI Region III (Central Luzon), and Assistant Secretary of the DTI Regional Operations Group.

Under her leadership, she oversees the operations of DTI's 17 regional offices and 81 provincial offices, ensuring the effective implementation of national trade and industry policies at the local level. She also supervises critical bureaus and offices, including the Bureau of Small and Medium Enterprise Development (BSMED), Bureau of Market Development Promotions & OTOP (BMDPO), DTI-Comprehensive Agrarian Reform Program Management Office, and the Negosyo Center Program Management Office. Her leadership ensures that DTI's programs and services remain accessible to businesses and communities, fostering entrepreneurship and economic growth while upholding the agency's core values of passion, integrity, creativity, competence, synergy, and love of country.

From 2019 to 2023, she served in key leadership roles, including Acting Chairman of Small Business Corporation, Ex-Officio Board Member of the Cooperative Development Authority, Board Member of the Philippine Guarantee Corporation, and DTI Gender and Development (GAD) Focal. In 2023, she was Chairperson of the ASEAN Coordinating Committee on MSMEs (ACCMSME), a high-level policy-making body focused on SME development across ASEAN, reporting directly to the Senior Economic Officials Meeting under the ASEAN Economic Ministers.

Her special designations and key initiatives include serving as Chief of Staff in the Office of the DTI Secretary under Secretary Ma. Cristina A. Roque. She is also the Supervising Undersecretary for the Rural Agro-Enterprise Partnership for Inclusive Development and Growth (RAPID Growth) Project, a market-driven, value chain-based initiative funded by the International Fund for Agricultural Development (IFAD).

Undersecretary Lantayona earned her Bachelor of Science in Agriculture, major in Economics (cum laude) from Xavier University - Ateneo de Cagayan in Cagayan de Oro City. She holds a Master of Business Administration (MBA) in International Business from the European School of Management (École Européenne des Affaires), Paris, France, and was a scholar of the EU-ASEAN Scholarship Program.



ELI M. REMOLONA JR.

GOVERNOR
BANGKO SENTRAL NG PILIPINAS

A. Mabini St. cor. P. Ocampo St., Bgy. 719, Malate, Manila, Philippines

CITEM BOARD OF GOVERNORS APPOINTMENT
July 01, 2024 - December 7, 2024
EX-OFFICIO

Dr. Eli M. Remolona Jr. is the seventh Governor of the Bangko Sentral ng Pilipinas (BSP) and Chairman of the Monetary Board. With extensive experience in monetary policy, international finance, and central banking, he brings decades of expertise from global financial institutions. He served at the Bank for International Settlements (BIS) for 19 years, contributing to global monetary policy development. Prior to that, he spent 14 years at the Federal Reserve Bank of New York, where he held key positions focused on policy and financial stability.

He also has a strong academic background and has served as Professor of Finance and Director of Central Banking at the Asia School of Business in Kuala Lumpur from 2019 to 2022. He has taught at Williams College, Columbia University, New York University, and the University of the Philippines School of Economics. Before being appointed Governor, he was a Monetary Board Member of the Bangko Sentral ng Pilipinas in 2022 and also served as an Independent Director of a universal bank and Chairman of its Risk Management Committee.

Dr. Remolona holds a Ph.D. in Economics (with distinction) from Stanford University and a Bachelor's Degree in Economics (with honors) from Ateneo de Manila University.



JOSE ARNULFO A. VELOSO

PRESIDENT & GENERAL MANAGER
GOVERNMENT SERVICE AND INSURANCE SYSTEM

SIS Bldg, Financial Center, Jose W. Diokno Boulevard

CITEM BOARD OF GOVERNORS APPOINTMENT
September 13, 2023 - Present
EX-OFFICIO

Jose Arnulfo “Wick” A. Veloso is a multi-awarded CEO and veteran banker with nearly 40 years of experience in banking and finance. As the President and General Manager (PGM) of GSIS since July 5, 2022, he leads the institution in enhancing financial security and welfare programs for government employees and pensioners. As President and General Manager of GSIS (2022 – present), he oversees pension fund management, insurance services, and financial benefits for government employees.

He served as President and CEO of Philippine National Bank (PNB) from 2018 to 2022, where he led PNB's COVID-19 crisis response. His leadership earned recognition with awards for Best Managed Bank during COVID-19 and Best CEO Response to COVID-19 (2020, The Asian Banker). He pioneered corporate social responsibility (CSR) initiatives that earned PNB the Best Bank for CSR award from Asiamoney in 2020. He was the first Filipino CEO of HSBC Philippines, serving from 2012 to 2018, and leading the bank to multiple recognitions including Best Global Bank Award (2018) and Best Debt House in the Philippines (2008–2012, 2014–2017).

He was President of the Bankers Association of the Philippines (BAP) until March 2022, where he worked with the Bangko Sentral ng Pilipinas (BSP) and Congress to implement reforms in the banking sector. His global and investment banking career spans from 1986 to 2018. At HSBC from 1994 to 2018, he held senior roles including Managing Director of HSBC Global Banking & Markets and Head of Interest Rates Trading & Credit Derivatives for Asia-Pacific. At Citibank (1989–1993), he was a Fixed Income Portfolio Manager, where he built his reputation as a leading treasury and trading expert. He worked at Asiatrust Bank from 1988 to 1989 as Treasury Department Manager and began his career at Urban Bank in 1986 as a Management Trainee, quickly rising through the ranks.

He holds a Bachelor's Degree in Commerce, major in Marketing Management, from De La Salle University Manila (1986). His executive training and thought leadership engagements include participation in Corporate Governance and Strategic Planning Seminars from 2020 to 2024, Global Financial Market Forums hosted by Standard Chartered, Bloomberg, Credit Suisse, and Bank of America, and ASEAN and International Banking Policy Conferences.



LYNETTE V. ORTIZ

PRESIDENT & CEO
LANDBANK OF THE PHILIPPINES

1598 M.H del Pilar cor. Dr. J. Quintos Sts., 1004 Malate, Manila, Philippines

CITEM BOARD OF GOVERNORS APPOINTMENT
May 24, 2023 - December 7, 2024
EX-OFFICIO

Ma. Lynette V. Ortiz is the 11th President and CEO of Land Bank of the Philippines (LANDBANK), appointed on May 24, 2023, by President Ferdinand R. Marcos, Jr. With over 30 years of experience in banking and finance, she has held leadership roles in risk management, treasury, corporate finance, and capital markets across both local and international financial institutions. As President and CEO of LANDBANK (2023 – present), she has led growth strategies across various client segments and delivered sustainable financial performance. She spearheaded landmark transactions in domestic and international capital markets and facilitated the maiden sustainability bond offerings of LANDBANK and the Development Bank of the Philippines (DBP). She has also assisted the National Government in fund-raising initiatives through global and domestic bond issuances.

She was the first Filipino CEO of Standard Chartered Bank (SCB) Philippines, where she previously held top leadership roles. She is also a First Vice President and Executive Committee Member of the Bankers Association of the Philippines (BAP).

Her academic background includes a Master of Business Administration in Finance and Investments from the City University of New York, Baruch College, and a Bachelor of Arts in Economics (cum laude) from the University of the Philippines.

She is a strong advocate for diversity and inclusion in the banking industry. In recognition of her leadership, she was named the United Nations 2021 Philippine Women's Empowerment Principles (WEPs) Awards Champion for Leadership Commitment. She was recognized for promoting strong corporate commitments and inclusive leadership.



LARRY DEL ROSARIO LACSON

ADMINISTRATOR
NATIONAL FOOD AUTHORITY

Visayas Avenue, Brgy. Vasra, Quezon City, Metro Manila, 1128

CITEM BOARD OF GOVERNORS APPOINTMENT
April 16, 2024 - December 7, 2024
EX-OFFICIO

Dr. Larry del Rosario Lacson was appointed as the 19th Administrator of the National Food Authority (NFA) on April 16, 2024, by President Ferdinand R. Marcos Jr. With an extensive career spanning government service, agribusiness, and private sector leadership, he is a distinguished expert in sustainable agriculture, agribusiness, and food security policies. As Administrator of the National Food Authority (2024 – present), he leads national efforts in food security, rice buffer stock management, and agricultural trade policies.

Prior to this, he served as Deputy Administrator of the NFA from March to April 2024, appointed by the Department of Agriculture Secretary Francisco P. Tiu Laurel, Jr. to oversee NFA operations. In 2024, he also served as Director IV at the Department of Agriculture, where he provided strategic direction for agricultural development initiatives. From 2010 to 2016, he served as Director of the Bureau of Plant Industry (BPI), where he rose from the ranks to lead the bureau at the age of 39, overseeing national crop production and regulatory programs.

In the private sector, he was Vice President of Agrinurture, Inc. from 2016 to 2018, where he led operations for a global farm-to-plate agribusiness company focused on farming, manufacturing, distribution, and retail franchising. From 2018 to 2024, he served as Senior Vice President of Texicon Agriventures Corporation, managing fertilizer and pesticide distribution for local and multinational agricultural companies in the Philippines.

Dr. Lacson holds a Doctor of Philosophy (Ph.D.) in Agriculture from De La Salle Araneta University and a Bachelor of Science in Agriculture, major in Crop Science, from Pampanga State Agricultural University. He is a certified Sanitary and Phytosanitary (SPS) and fumigation expert and a UN-FAO trained Phytosanitary Capacity Evaluation (PCE) facilitator.

His industry leadership and advocacy include being a member of the Philippine Food Exporters, Inc. (Philfoodex) and Co-Chairman of the Agriculture & Fisheries Committee of the Philippine Chamber of Commerce and Industry (PCCI).

He was recognized with the Most Outstanding Magaleño Award for Agriculture and Environment in 2024 by the Local Government Unit of Magalang, Pampanga.



DR. EDWARD L. FERREIRA

EXECUTIVE DIRECTOR
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS
AND MISSION (CITEM)

CITEM BOARD OF GOVERNORS APPOINTMENT
November 22, 2022 - March 20, 2024
APPOINTIVE MEMBER

Dr. Edward L. Ferreira (PhD), is a man who takes remarkable initiatives in service that has driven him to gain notable distinctions in the areas of science, business, and diplomacy. He is a trailblazer of many 'firsts' for the country. In the field of science, during his youth, he was a Presidential Awardee for Academic Excellence from the State University, graduating with a Bachelor of Science degree in Microbiology. This catapulted him to bigger opportunities, becoming the first recipient of a scholarship grant for a post-graduate studies in Lunar Microbiology at the University of California Los Angeles (UCLA); and getting the opportunity to be the first Filipino to be given the opportunity to work in the Bio-Satellite project of the National Aeronautic Space Administration (N.A.S.A.) during the Apollo 11 launching of the first man on the moon in Houston, Texas; the first Filipino to be cited as a lunar microbiologist for his contribution to the American Space program by the Filipino Medical and Scientific Professional Association in the United States.

As a businessman, he was also the first Filipino and first Asian to be elected president of the World Association of Pharmaceutical Distributors; the first Filipino president of the Graduate School of Sales Management and Marketing at Syracuse University in New York; and the first international marketing scholar. Locally, his business acumen and experience also got him elected president of the Management Association of the Philippines in 2003. Continuously evolving his professional pursuits with a deep yearning to serve, he also answered the call of public service and diplomacy. He was appointed as the First Honorary Consul of the Republic of Kazakhstan in the Philippines, serving his post from 2004 to 2011; and in 2018, he was appointed as a Special Envoy of the President of the Philippines to the Republic of Kazakhstan.

Armed with decades of professional experience from multiple disciplines and a desire to continue serving the people, he is a trailblazer who heeds the call of the government agency in charge of elevating Philippine products and services to the world through trade and export promotions.



ROMLEAH JULIET P. OCAMPO

EXECUTIVE DIRECTOR
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS
AND MISSION (CITEM)

CITEM BOARD OF GOVERNORS APPOINTMENT
June 04, 2024 - Present
APPOINTIVE MEMBER

Romleah "Leah" Pulido Ocampo is the Executive Director of the Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI). With over 23 years of experience in international trade, industry development, and MSME growth, she has played a pivotal role in positioning the Philippines as a global trade and investment hub. As Executive Director of CITEM (June 2024 – present), she leads international trade events and export promotion programs for Philippine industries.

Previously, she served as the Regional Director of Region II. She instituted reforms in Region II by incorporating regional export promotion initiatives.

She is a home-grown talent of CITEM. She started her career as the Executive Assistant of the founder of CITEM, the first Executive Director of CITEM, Ms. Mina Gabor. Through hard work and dedication, she rose from the ranks until she became a Department Manager and became the Project Director of major export promotion initiatives, including Manila FAME, the IFEX Philippines, CREATE Philippines, the Go Lokal Program, and international shows such as Foodex Japan, Gulfood Dubai, NY NOW (New York), Boston Seafood Show, ANUGA, and the China-ASEAN Expo. She has also led Philippine business missions across key global trade hubs, including Japan (Tokyo, Osaka, Kobe), Malaysia, Brunei, Vietnam, Hong Kong, Singapore, Indonesia, China, UAE, the USA (Los Angeles, Boston, New York, New Jersey, Toronto, Canada), and Europe (Spain, Belgium, Netherlands, Germany).

She earned a Bachelor of Arts in Social Sciences with majors in Economics and Sociology from the University of the Philippines Diliman and a Master in Government Management from Pamantasan ng Lungsod ng Maynila, where she topped the comprehensive exams. She holds the rank of Career Executive Service Officer III (CESO III), placing in the Top 3 nationwide in the Career Executive Service (CES) written exam.

Her international training and expertise include courses on International Trade & Export Promotion in The Netherlands, Investment Promotion in China, Digitalization for MSMEs in Vietnam, and MSME Development in Japan.

ANNUAL REPORT YEAR 2024

