

**Center for International Trade Expositions and Missions (CITEM)
2024 MAJOR PROGRAMS, BENEFICIARIES AND IMPLEMENTATION STATUS**

Event	Date	Venue	Implementation Status
A. Signature Events in Physical and Digital Format			
Total Companies Assisted /Beneficiaries : 844 exhibitors participated in CITEM's Signature Events			
A. Signature Events in Physical and Digital Format			
IFEX Philippines	10-12 May	World Trade Center Metro Manila	Completed
CREATEPH x MIPAM	July - August	Clark, Pampanga, Dapitan, Zamonga del Norte, Tagbilaran City, Bohol	Completed
Manila FAME	17-19 October	World Trade Center Metro Manila	Completed
B. Overseas Trade Promotion Programs			
Total Companies Assisted /Beneficiaries: 201 exhibitors participated in CITEM-organized Philippine participation in overseas trade promotion programs			
Maison & Objet	18-22 January	Paris, France	Completed
Ambiente	26-30 January	Frankfurt, Germany	Completed
Gulfood	19-23 February	Dubai, UAE	Completed
Hong Kong Home Instyle	19-21 April	HK, China	Completed
MegaShow Bangkok	17-20 July	Bangkok, Thailand	Completed
HKTDC Food Expo PRO	15-17 August	HK, China	Completed
CentreStage Hong Kong	4-7 September	HK, China	Completed
Tokyo International Gift Show (TIGS) and FINOPINAS	4-6 September / 2-13 September	Tokyo, Japan	Completed
Malaysia International Halal Showcase (MIHAS)	17-20 September	Kuala Lumpur, Malaysia	Completed
China-ASEAN Expo (CAEXPO)	24-28 September	Nanning, China	Completed
SIAL Paris	19-23 October	Paris, France	Completed
China International Import Expo (CIIE)	5-10 November	Shanghai, China	Completed
Abu Dhabi International Food Expo	26-28 November	Abu Dhabi, UAE	Completed
C. Digital Promotions Platforms and Websites			
Total Companies Assisted /Beneficiaries : 844 exhibitors participated in CITEM Digital Promotion Platforms			
IFEXConnect	January-December	Online	Completed
FAME+	January-December	Online	Completed
CREATEPhilippines	January-December	Online	Completed
Sustainability.ph	January-December	Online	Completed

EXHIBITORS ASSISTED/BENEFICIARIES: = 1,889 exhibitors / companies assisted