

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

Event	Date	Venue	Implementation Status
A. Signature Events in Physical and Digital Format			
Total Companies Assisted /Beneficiaries : 501 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	On Track
B. Overseas Trade Promotion Programs			
Total Companies Assisted /Beneficiaries: 170 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	On Track
China International Import Expo (CIIE)	5-10 November	Shanghai, China	On Track
Abu Dhabi International Food Expo	26-28 November	Abu Dhabi, UAE	On Track
C. Digital Promotions Platforms and Websites			
Total Companies Assisted /Beneficiaries : 501 exhibitors participated in CITEM Digital Promotion Platforms			
IFEXConnect	January-December	Online	On Track
FAME+	January-December	Online	On Track
CREATEPhilippines	January-December	Online	On Track
Sustainability.ph	January-December	Online	On Track

EXHIBITORS ASSISTED/BENEFICIARIES: = 1.172 exhibitors / companies assisted