**Center for International Trade Expositions and Missions (CITEM)**

**Status of Implementation of CITEM's 2026 Projects**

| Event | Date | Venue | Implementation Status |
|---|---|---|---|
| **A. Locally-held Trade Promotion Events** | | | |
| IFEX Philippines featuring Sustainability Solutions Exchange | 21-23 May | World Trade Center Metro Manila | Completed |
| Manila FAME | 15-17 October | World Trade Center Metro Manila | On Track |
| Sustainability Solutions Exchange Conference October 2026 | 15-17 October | Philippine Trade Training Center, Pasay City | On Track |
| CREATEPhilippines X Philippine Game Dev Expo (PGDx) | 24-26 July | SMX Convention Center, Pasay City | Completed |
| CREATEPH SONIK Conference & Showcase Festival | 10-12 September | Likhang Filipino Tent, Pasay City | Completed |
| CREATEPH x MIPAM | 11-13 September | Likhang Filipino Tent, Pasay City | Completed |
| CREATEPhilippines x Animahenasyon | 24-27 November | Intramuros, Manila | Completed |
| Likhang Filipino Exhibition Halls | January - December | PhilTrade, Pasay City | On Track |
| | | | |
| **B. Overseas Trade Promotion Programs** | | | |
| INDUSFood | 8-10 January | New Delhi, India | Completed |
| Maison & Objet | 15-19 January | Paris, France | Completed |
| Gulfood with Market Sensing Mission | 26-30 January | Dubai, UAE | Completed |
| Bangkok Music City with Market Sensing Mission | 24-25 January | Bangkok, Thailand | Completed |
| Ambiente with Market Sensing Mission | 6-10 February | Frankfurt, Germany | Completed |
| Benchmarking in Australia Performing Arts Market | 23-27 February | Perth, Western Australia | Completed |
| Institutional Promotion in Indonesia International Furniture Expo | 5-8 March | Jakarta, Indonesia | Completed |
| FOODEX Japan | 10-13 March | Tokyo, Japan | Completed |
| Melbourne Food & Wine Festival | 20-29 March | Melbourne, Australia | Completed |
| HighPoint Market with Market Sensing Mission | 24-29 April | North Carolina, USA | Completed |
| Institutional Promotion in HK Home InStyle | 27-30 April | Hong Kong SAR | Completed |
| Fashion InStyle | 27-30 April | Hong Kong SAR | Completed |
| Business Mission and Brand Activation in New York | 4-9 May | New York, USA | Completed |
| Digital Health Festival | 20-21 May | Melbourne, Australia | Completed |
| Seoul Food | 9-12 June | Seoul, South Korea | Completed |
| Institutional Promotion in Mega HALAL | 15-17 July | Bangkok, Thailand | Completed |
| SDG Asia | 27-29 August | Taipei, Taiwan | Completed |
| Tokyo International Gift Show (TIGS) | 2-4 September | Tokyo, Japan | Completed |
| Fashion Philippines Business Development and Trade Showcase in New York | 16-18 September | New York, USA | Completed |
| China-ASEAN Expo (CAEXPO) | 17-21 September | Nanning, China | Completed |
| Fashion Philippines Business Development and Trade Showcase in Milan | 19-23 September | Milan, Italy | Completed |
| Holiday Window Display Launch at New York Show Window | September 2026 - January 2027 | New York, USA | On Track |
| SIAL Paris | 17-21 October | Paris, France | On Track |
| China International Import Expo (CIIE) | 5-10 November | Shanghai, China | On Track |
| Food Ingredients Europe (FI Europe) with Market Sensing | 17-19 November | Frankfurt, Germany | On Track |
| | | | |
| **C. Digital Promotions Platforms and Websites** | | | |
| IFEXConnect | January-December | Online | On Track |
| FAME+ | January-December | Online | On Track |
| CREATEPhilipines | January-December | Online | On Track |
| Sustainability.ph | January-December | Online | On Track |

**MSMEs ASSISTED/BENEFICIARIES: = 1,853**