

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

contents













Legal Basis and Mandate Corporate
Structure
and Board
Composition

Projects 2022 and 2023 Financial Standing

Marketing Plan Business Model Review

Legal Basis

E.O. 989, OCTOBER 1984 Pres. Ferdinand E. Marcos

Creation of the Philippine Trade Exhibition Center (PTEC)

E.O. 144, FEBRUARY 1987

"Reorganizing the Department of Trade and Industry, its Attached Agencies, and for Other Purposes"

Merging of PTEC with the Center for International Trade Expositions and Missions, Inc. with the latter as surviving entity (sec 18v)

E.O. 242, JULY 1987

"Amending Executive Order No. 133, Series of 1987 Entitled 'Reorganizing the Department of Trade and Industry, its Attached Agencies, and for Other Purposes"

The Center for International Trade Expositions and Missions, Inc is merged with PTEC.

PTEC will be surviving entity and will be renamed "Center for International Trade Expositions and Missions" (CITEM) (sec4)



- The Board of Governors of the PHILIPPINE TRADE EXHIBITION CENTER shall be composed of the following:
 - 1. The Minister of Human Settlements as Chairman
 - 2. The Minister of Trade and Industry as Vice Chairman
 - 3. The Administrator of the National Food Authority
 - 4. The Governor of the Central Bank of the Philippines
 - 5. The President of the Philippine National Bank,
 - 6. The President of the Land Bank of the Philippines
 - 7. The President and General Manager of the Government Service Insurance System,
 - 8. The Administrator of the Social Security System
 - 9. A representative from the Private Sector to be appointed by the President of the Philippines
- The Board of Governors shall be the central policymaking body of the PHILIPPINE TRADE EXHIBITION CENTER. It shall formulate such rules and regulations to govern its proceedings and those for the management of the Center.



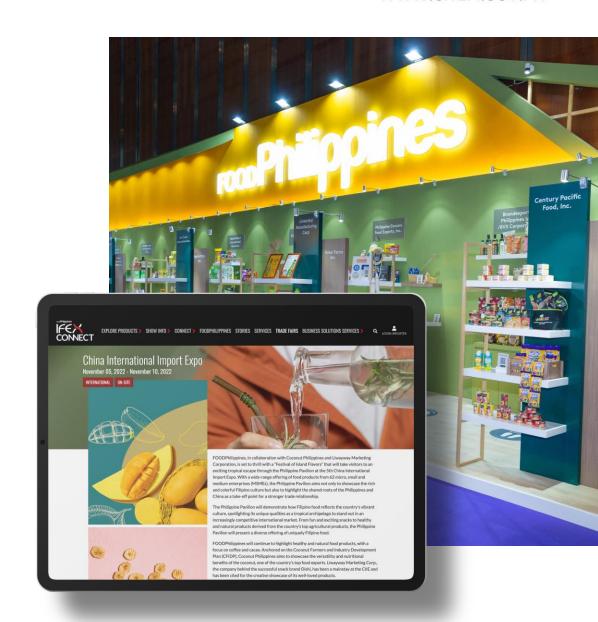
E.O. 989, JULY 1987 Pres. Ferdinand E. Marcos

- PHILIPPINE TRADE EXHIBITION CENTER, which shall institutionalize the holding of trade exhibits for the promotion of locally manufactured products and implement projects designed to upgrade the quality of such products to international standards, coordinate raw material sourcing, develop markets therefor and provide assistance to Philippine manufacturers in general
- The PHILIPPINE TRADE EXHIBITION CENTER shall be a corporate entity owned by the Philippine Government, attached to the Ministry of Trade and Industry. (Sec. 5)

Mandate

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

The export promotion arm of the Philippines
Department of Trade and Industry (DTI),
provides export-driven programs, spearheads
official participation in Overseas Trade Fairs,
and organizes Signature Events in the
Philippines for the design-driven sector and
food industry







ALFREDO E. PASCUAL Secretary Chairman



GLENN G. PEÑARANDA
Officer-In-Charge, Trade
Promotions Group
Assistant Secretary
Alternate Chairman





FELIPE M. MEDALLA Governor Ex-Officio



BERNADETTE
ROMULO-PUYAT
Deputy Governor
Program Management Office
Board Member





CECILIA C. BORROMEO

President & CEO

Ex-Officio



ELCID C. PANGILINAN
Senior Vice President
Strategy and Knowledge
Management Group
Board Member





ATTY. JUDY CAROL
L. DANSAL
Administrator
Ex-Officio

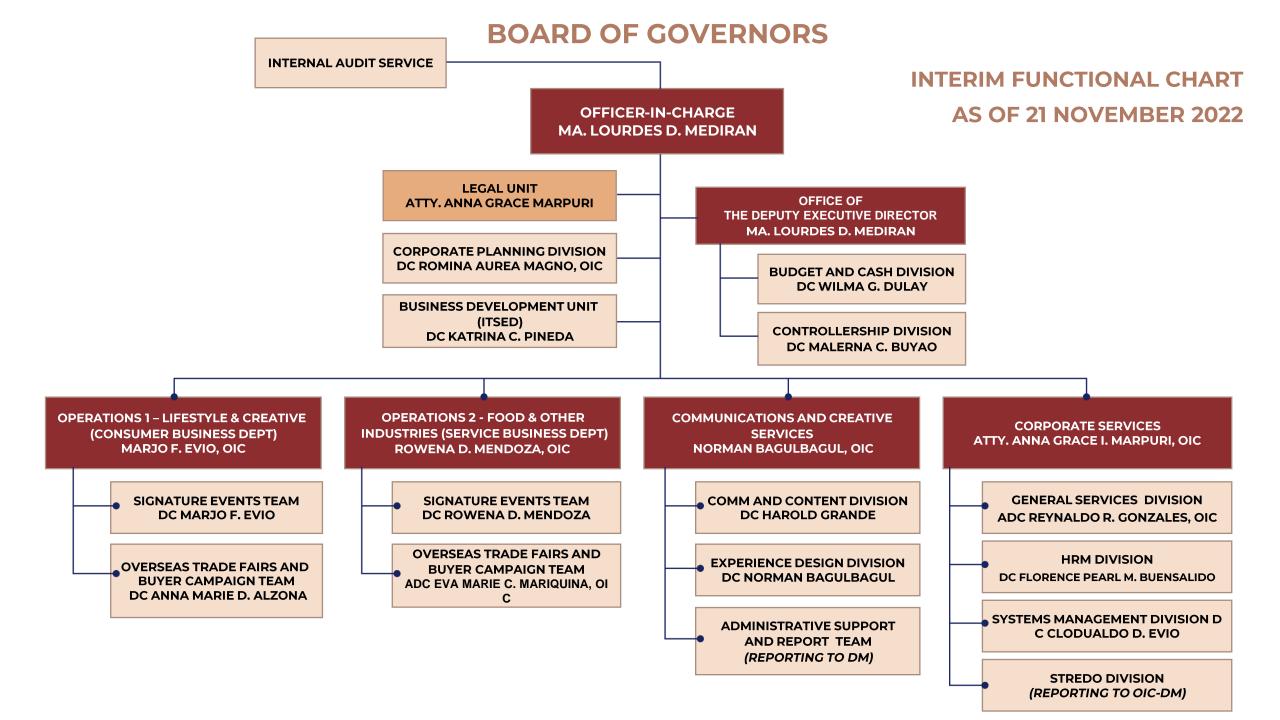


ELSA ASUNCION LIM
Department Manager
Corporate Planning &
Management Services Dept.
Board Member





DR. EDWARD L.
FEREIRA
CITEM, Acting ED
Private Sector
Representative



DEPARTMENT OF OFFICE OF THE SECRETARY (OSec) ORGANIZATIONAL LIAISON OFFICE FOR LEGISLATIVE AFFAIRS TRADE AND INDUSTRY **PUBLIC RELATIONS UNIT** CHART CONSTRUCTION INDUSTRY AUTHORITY OF THE PHILIPPINES • **DIGITAL PHILIPPINES** INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES **GROUP** NATIONAL DEVELOPMENT COMPANY INTERNAL AUDIT SERVICE **BUREAU / SERVICE OFFICE** PHILIPPINE ECONOMIC ZONE AUTHORITY **LEGAL SERVICE PROGRAM / PROJECT OFFICE** PHILIPPINE INTERNATIONAL TRADING CORPORATION FOREIGN TRADE SERVICE CORPS **AGENCY / COUNCIL CORPORATION** PHILIPPINE PHARMA PROCUREMENT, INC. COOPERATIVE DEVELOPMENT AUTHORITY **INDUSTRY COMPETITIVENESS AND** TRADE PROMOTIONS **REGIONAL OPERATIONS** CONSUMER **MANAGEMENT DEVELOPMENT AND INNOVATION GROUP** PROTECTION GROUP **GROUP GROUP** SERVICES GROUP TRADE POLICY GROUP CONSUMER **COMPETITIVENESS BUREAU OF SMALL, BUREAU OF BUREAU OF** FINANCE SERVICE **PROTECTION AND** AND MEDIUM **BUREAU INTERNATIONAL** DOMESTIC ADVOCACY BUREAU **ENTERPRISE** TRADE RELATIONS TRADE PROMOTION **DEVELOPMENT HUMAN RESOURCE AND BUREAU OF TRADE BUREAU OF ADMINISTRATIVE SERVICE** AND INDUSTRIAL **BUREAU OF IMPORT EXPORT MARKETING PHILIPPINE SMALL BUSINESS POLICY RESEARCH SERVICES BUREAU STANDARDS** CORPORATION **INFORMATION SYSTEMS** MANAGEMENT SERVICE FAIR TRADE **DESIGN CENTER OF** PHILIPPINE STRATEGIC TRADE **ENFORCEMENT** MANAGEMENT OFFICE THE PHILIPPINES **ACCREDITATION REGIONAL OFFICES BUREAU** BUREAU KNOWLEDGE MANAGEMENT PHILIPPINE TRADE AND INFORMATION SERVICE **BOARD OF** TRANING CENTER **PROVINCIAL INVESTMENTS** FILM DEVELOPMENT **OFFICES COUNCIL OF THE PLANNING AND CENTER FOR PHILIPPINES** MANAGEMENT SERVICE COMPREHENSIVE INTERNATIONAL AGRARIAN REFORM TRADE PROGRAM (CARP) -**EXPOSITIONS AND RESOURCE GENERATION NATIONAL PROGRAM MISSIONS** AND MANAGEMENT SERVICE

OFFICE

Agencies CITEM reports to



Signature Eventsand Work Program

2022 CALENDAR OF EVENTS

Based on 25 Nov 2021 BM Approved WP

January to December

Digital platform



fameplus.com



ifexconnect.com

CREATE Philippines

createphilippines.com





mom.maison-objet.com
Overseas Trade Fair

February



13-17 Overseas Trade Fair *Hybrid Event*

March



23-25Online Event

September



FOOD Philippines

16-19 Overseas Trade Fair Hybrid Event **22-24**Physical Event

June

CREATE**Philippines**



June 2023Online Event

October



October 2023
Online Event

July-December



Online Event

November



Overseas Trade Fair Hybrid Event

2023 CALENDAR OF EVENTS

Based on 08 Nov 2022 BM Approved WP

January to December

Digital platform



fameplus.com



ifexconnect.com

CREATE Philippines

createphilippines.com





mom.maison-objet.com
Overseas Trade Fair

February





Overseas Trade Fair Hybrid Event Overseas Trade Fair Hybrid Event

June

CREATE Philippines



June 2023Online Event

July



July 2023 *Physical Event*

September



Overseas Trade Fair Hybrid Event

October



October 2023
Physical Event

November



Overseas Trade Fair Hybrid Event



JANUARY

MAISON &OBJET 18-22 JANUARY

Paris, France Physical Event

ambiente

Design

26-30 JANUARY

Frankfurt, Germany Hybrid Event



MAY

FOOD Philippines IFEX

10-12 MAY

WTCMM Physical Event



SEPTEMBER



FOODEX2024

Gift Show

04-06 SEPTEMBER

Tokyo, Japan Physical Event

Physical Event

18-20 SEPTEMBER Osaka, Japan



16-19 SEPTEMBER

Nanning, China Physical Event



27-30 SEPTEMBER

Paris, France Physical Event



17-19 OCTOBER WTCMM Physical Event

SIGNATURE EVEN



19-23 OCTOBER

Paris, France Physical Event

NOVEMBER



05-10 NOVEMBER

Shandhai China

DIGITAL PLATFORMS AND WEBSITES **JANUARY TO DECEMBER**







Philippipos





SIGNATURE EVENTS

*hybrid or online/digital format









OVERSEAS TRADE FAIRS

*hybrid or online/digital format













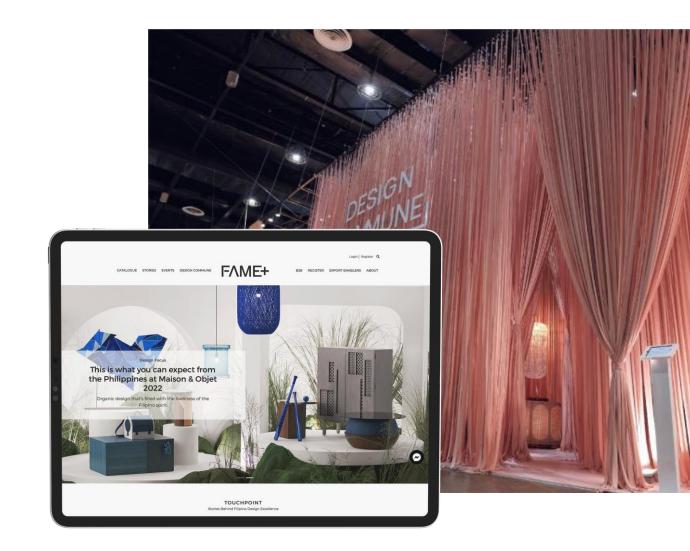
Manila FAME | FAME+

The country's premier design and lifestyle event.

Manila FAME has worked towards promoting the Philippines as a reliable sourcing destination for home, fashion, holiday, architectural, and interior pieces.

It continually supports seasoned and emerging design talents and small and medium enterprises as they present their work to the global exports market.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19





IFEX PHILIPPINES NXTFOOD ASIA

CITEM's banner food event for Asian and Philippine food champions to showcase a wide and diversified array of food and ingredients uniquely Asian.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19

CREATE PHILIPPINES

To support the Philippines Creative Economy Roadmap goals, which envisions the Philippines to be the number one Creative Economy in ASEAN by 2030, CREATE Philippines was created to promote the Philippine creative industry.

CREATE Philippines is an annual industry development platform that showcases the Philippines' Creative and Content Industries. It is where creative professionals gather, connect, and catalyze new business through an open system that encourages sharing of innovative business ideas and collaborative opportunities.





SUSTAINABILITY SOLUTIONS EXCHANGE: FOOD & LIFESTYLE

Co-located with IFEX Philippines.

An annual global hybrid exhibition featuring diverse range of products and solutions addressing the requirements for sustainable consumption and production, with an aim to create export-ready sustainable PH companies and to strengthen the value and supply chain linkages.

Physical participation is subject to IATF regulations on social distancing and travel restrictions, and UFI's Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19

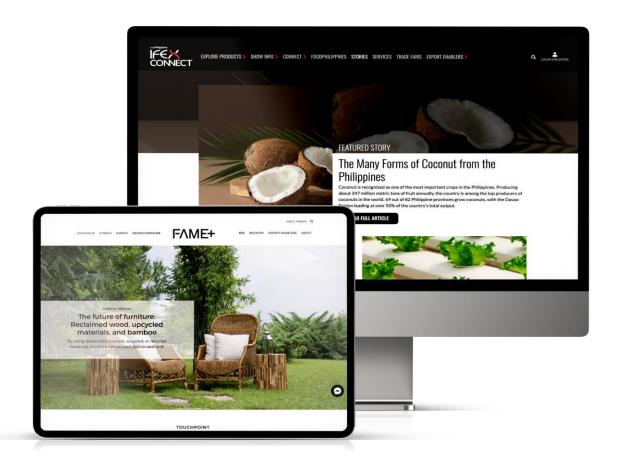




HYBRID TRADE FAIRS

A hybrid participation in an event is a mix of a physical/live presence and a virtual presence in a traditional event.

It entails joining a live/traditional event complete with a physical pavilion with a products display, an audience, and content with an added virtual component so exhibitors and buyers can engage, meet, and negotiate pre-, during, and post-event no matter where they are.

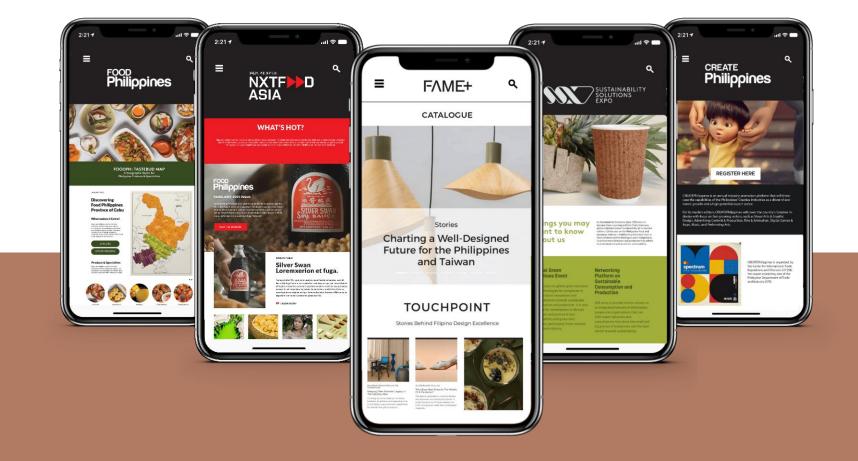


E-COMMERCE PLATFORMS

In partnership with other government agencies and private corporations, we are enabling and empowering MSME's to join ecommerce platforms by facilitating and sponsoring the development of content they can use to promote themselves online – either through their own channels or through established e-commerce platforms.

Further, while our platforms are not e-commerce in the sense that we do not provide last mile services, we support our exporters' e-commerce sites by linking them to our digital storefronts to facilitate ease of commerce.

CITEM'S PROMOTIONS AND LEADS GENERATION PLATFORMS



Social Media Channels

Facebook



YouTube

Instagram



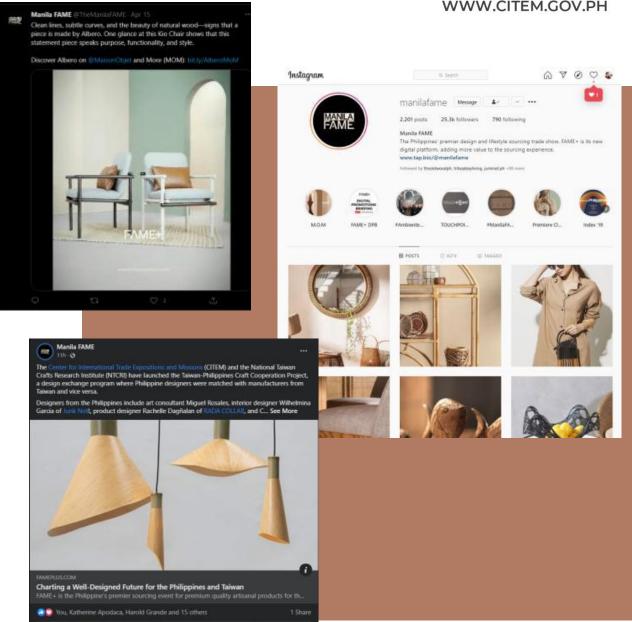
LinkedIn

Twitter



Pinterest

WWW.CITEM.GOV.PH



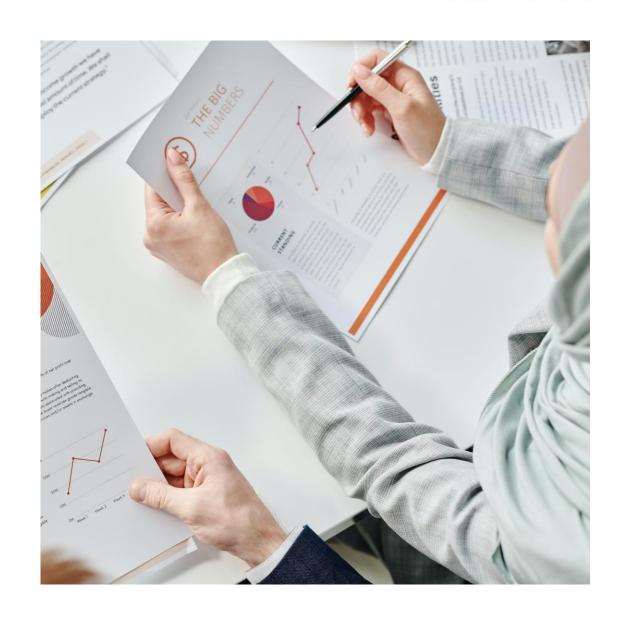
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CITEM Financial Report

CORPORATE OPERATING BUDGET

Budget vs Actual





FY 2022 Status of Funds Utilization (with comparative figures for FY 2021)

In Million Pesos

Description		FY 2021		FY 2022		
I. Funding Source	DBM-Approved Budget	Actual	% Realized/Utilized	DBM-Approved Budget	Actual (as of 15 November)	% Realized/Utilized
NG Subsidy	141.885	141.885	100%	152.612	139.894	92%
Corporate Revenues	18.802	24.536	130%	20.680 3/	21.050	102%
Prior Year Savings/ Cash Drawdown	82.078	17.643	21%	111.542	45.327	41%
Total Sources	242.765	184.064	76%	284.834	206.271	72%
II. Budgetary Requirements						
Personal Services (PS)	91.518	77.753 1/	85%	91.409 4/	68.933 5/	75%
MOOE	144.367	104.056	72%	185.723	131.788	71%
-Gen. Admin Services	29.731	29.350	99%	31.110	21.860	70%
- Support to Operations	20.624	14.846	72%	30.998	15.554	50%
-Operations	94.012	59.860	64%	123.615	94.374	76%
Capital Outlay (CO)	6.880	2.255 2/	33%	7.384	5.550	75%
Total Budget, MOOE	242.765	184.064	76%	284.516	206.271	72%



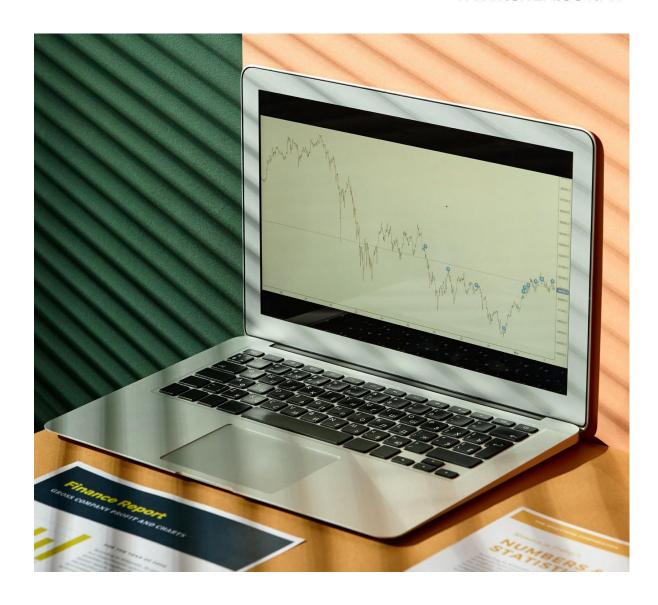
FY 2023 CORPORATE OPERATING BUDGET (C.O.B.) (with comparative figures in FY 2022)

In Million Pesos

Particulars	2022 DBM- Approved		FY 2023 (Original Proposed Budget)		FY 2023 DBM-Recom Level			Difference	% Increase (Decrease)
Particulars	C.O.B. (per GAA) (a)	TIER 1 (c)	TIER 2 (d)	Total (e) = (c+d)	TIER 1 (f)	TIER 2 (g)	Total (h) = (c+d)	(i) = (h-e)	(j) = (i/e)
/. Funding Sources									
NG Subsidy	152.612	150.525	88.329	238.854	150.525	14.132	164.657	(74.197)	(31%)
Corporate Revenues	20.680	53.857	20.038	73.895	57.000	_	57.000	(16.895)	(23%)
Prior Year Savings / Cash drawdown	111.542	59.126	(20.038)	39.088	59.126	-	55.983	16.895	43%
Total Sources	284.834	263.508	88.329	351.837	263.508	14.132	277.640	(74.197)	(21%)
//. Budgetary									
Requirements									
Personal Services(PS)	91.409	104.633	_	104.633	104.633	_	104.633	_	_
MOOE	185.723	155.525	88.329	243.854	155.525	14.132	169.657	(74.197)	(30%)
-Gen. & Admin Services	31.110	33.152	_	33.152	33.152	-	33.152	_	_
-Support to Operations	30.998	21.880	10.000	31.880	21.880	_	21.880	(10.000)	(31%)
-Operations	123.615	100.493	78.329	178.822	100.493	14.132	114.625	(64.197)	(36%)
Capital Outlay (CO)	7.384	3.350	-	3.350	3.350	-	3.350	_	_
Total Budget	284.516	263.508	88.329	351.837	263.508	14.132	277.640	(74.197)	(21%)

FINANCIAL REPORT

October 31, 2022



STATEMENT OF FINANCIAL PERFORMANCE as of October 31, 2022

(WITH COMPARATIVE FIGURES IN 2021)

	2022 (In Millions Php)	2021 (In Millions Php)	% Increase/ Decrease
REVENUE			
Service and Business Income	21.062	5.794	
Total Revenue	21.062	5.794	3066%
LESS: OPERATING EXPENSES			
Personnel Services Maintenance and Other Operating Expenses Financial Expenses	58.108 71.653 0.100	54.845 46.896 0.063	6% 53% 59%
Total Current Operating Expenses	129.861	101.804	28%
SURPLUS/(DEFICIT) FROM CURRENT OPERATIONS	(108.799)	(96.010)	13%
Net Financial Assistance/Subsidy/Contribution	127.176	118.238	8%
Other Non-Operating Income	0.030	0	
Net Forex Gain (Loss)	0	.005	
NET SURPLUS/(DEFICIT) FOR THE PERIOD	18.407	22.233	(17%)

STATEMENT OF FINANCIAL POSITION as of October 31, 2022 (WITH COMPARATIVE FIGURES IN 2021)

	2022 (In Millions Php)	2021 (In Millions Php)	% Increase/Decrease
Current Assets			
Cash and Cash Equivalent	307.160	363.502	(15%)
Receivables, net	12.495	13.525	(8%)
Inventories	1.497	1.321	13%
Other Current Assets	36.334	23.624	54%
Total Current Assets	357.486	401.972	(11%)
Non-Current Assets Receivables, net PPE, net Other non-current Assets	0 23.623 303.166	0 23.139 305.522	2% (1%)
Total Non-Current Assets	326.789	328.661	(1%)
TOTAL ASSETS	684.275	730.633	(6%)

STATEMENT OF FINANCIAL POSITION as of October 31, 2022 (WITH COMPARATIVE FIGURES IN 2021)

	2022 (In Millions Php)	2021 (In Millions Php)	% Increase/Decrease
Current Liabilities			
Financial Liabilities	50.396	105.168	(52%)
Inter-agency Payables	<i>5.753</i>	7.373	(22%)
Trust Liabilities	<i>15.472</i>	4.595	237%
Deferred Credits	6.105	2.354	159%
Other Payables	0.722	0.885	(18%)
Total Current Liabilities	78.448	120.375	(35%)
Non-Current Liabilities <i>Trust Liabilities Other Payables</i>	0.034 1.089	1.275 1.089	(97%)
Total Non-Current Liabilities	1.123	2.364	(52%)
TOTAL LIABILITIES	79.571	122.739	(35%)

STATEMENT OF FINANCIAL POSITION as of October 31, 2022 (WITH COMPARATIVE FIGURES IN 2021)

	2022 (In Millions Php)	2021 (In Millions Php)	% Increase/Decrease
TOTAL ASSETS less LIABILITIES	604.704	607.894	(1%)
NET ASSETS/EQUITY			
Government Equity			
Government Equity	41.222	41.222	
Revaluation Surplus	5.054	5.054	
Accumulated Surplus	540.021	539.385	
Net Surplus/(Deficit)	18.407	22.233	(17%)
TOTAL NET ASSETS/EQUITY	604.704	607.894	(1%)

Breakdown of Income

		2022	
OTHER SERVICE INCOME			
Gulfood SSX Maison IFEX		2.373 0.988 2.143 13.925	
Sub-total		19.429	
OTHER INCOME			
Advertising Gulfood	0.300		
Design Services	1.262		
Others (Interest, Miscellaneous)	0.058	1,620	
TOTAL REVENUE		21.049	



Comparative Breakdown of Expenses

	2022	2021	INC./(DEC.)
PERSONNEL SERVICES			
Salaries and Services	41.632	39.431	
Other Compensation	7.829	7.818	
Personnel Benefit Contribution	5.391	5.360	
Other Personnel Benefits	<i>3.25</i> 6	2.236	
Total	58.108	54.845	6 %

Comparative Breakdown of Expenses

	2022	2021	INC./(DEC.)
MAINTENANCE AND OTHER OPERATING EXPENSES			
Travel Expenses	1.085	0.215	405%
Training Expenses	0.390	0.447	(13%)
Supplies and Material Expenses	1.932	1.279	51%
Utility Expenses	1.835	0.888	107%
Communication Expenses	2.354	2.890	(19%)
Printing and Binding Expenses	0.166	0.052	219%
Advertising Expenses	8.616	2.961	191%
Taxes, Duties and Premiums	1.393	1.281	9%
Representation Expenses	1.394	0.479	191%
Transportation Expenses	0.265	0.175	51%
Subscription Expenses	3.663	3.525	4%
Extraordinary/Miscellaneous	0.034	0.017	100%
Membership Dues and Contributions to Organization	0.023	0.025	(8%)
Repairs and Maintenance	0.685	0.693	(1%)

Comparative Breakdown of Expenses

	2022	2021	INC./(DEC.)
MAINTENANCE AND OTHER OPERATING EXPENSES			
Donations	0.020	0.005	300%
Professional Services	9.839	11.069	(11%)
Other Services	14.256	15.567	(8%)
Operating Lease	20.359	4.998	<i>307</i> %
Other Maintenance & Operating Expenses	3.344	0.330	913%
Total	71.653	46.896	53%
The decrease in MOOE reflects the decrease in Program Subsidy for 2022			



Comparative NET ASSETS/EQUITY

	2022	2021	INC./(DEC.)
Surplus – Unappropriated	239.127	236.135	1%
Surplus – Appropriated*	300.894	303.249	(1%)
Total	540.021	539.384	
*with reclassification per audit recommendation			

COA Annual Audit Report

CY October 31, 2022

- QUALIFIED Opinion on the fairness of the presentation of the financial statements for CY 2021 and 2020; in view of the following:
 - PPE variance in the amount of P13.337M between PPE per books and per Report on Physical Count
 - Status: At least 60% of the reconciling items have been identified and being prepared for book adjustments
 - 2. Receivables in the amount of P12.455M could not be ascertained due to incomplete Subsidiary Ledgers
 - Status: Book adjustments have been made in the first quarter of 2022. Also awaiting COA schedule for E-NGAS training and roll-out to fast-track the preparation and generation of complete and accurate ledgers.



COA Annual Audit Report

CY October 31, 2022

- QUALIFIED Opinion on the fairness of the presentation of the financial statements for CY 2022 and 2021; in view of the following:
 - 3. Accounts Payable is overstated by P1.363M due to undelivered purchased as of October 31, 2022

Status: Management opted not to adjust the same since the purchased item in question was already delivered and paid by the time the COA exit conference was held.

4. Validity and propriety of the accrual of CNA for FY 2022 (2.189M).

Status: All CNA related documents have been submitted to GCG for final evaluation. Based on the submitted documents, CITEM has met all the requirements for CNA. The budget source for CNA is solely from allowable MOOE allotments for 2022, hence the accrual, in accordance with DBM Circular 2022-3.

COA Annual Audit Report

CY October 31, 2022

- QUALIFIED Opinion on the fairness of the presentation of the financial statements for CY 2022 and 2021; in view of the following:
 - 5. Payment of salaries to janitorial personnel under Institutional Contract of Service despite being on an on-call basis during the heights of the pandemic. (P0.810M).

Status: CITEM is to seek interpretation of the mentioned COA-DBM Joint Circular No. 1 Series 2021 (from DBM) and if necessary, appeal for reconsideration as these changes in work arrangements were meant to address the public health emergency declared during the Covid-19 pandemic.

Thank You!