



Office of the President of the Philippines
GOVERNANCE COMMISSION
 FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
 3/F, BDO Towers Paseo, 8741 Paseo De Roxas, Makati City, Philippines 1226



13 May 2026

HON. MA. CRISTINA A. ROQUE
 Secretary, Department of Trade and Industry (DTI)
 and CITEM Chairperson

HON. ROMLEAH JULIET P. OCAMPO
 Executive Director (ED)
**CENTER FOR INTERNATIONAL TRADE
 EXPOSITIONS AND MISSIONS**
 Golden Shell Pavilion, Roxas Boulevard cor.
 Sen. Gil J. Puyat Avenue, Pasay City

**RE: TRANSMITTAL OF THE 2026 CHARTER STATEMENT AND
 STRATEGY MAP AND 2026 PERFORMANCE SCORECARD**

Dear Secretary Roque and ED Ocampo,

This is to formally transmit the 2026 Charter Statement and Strategy Map (**Annex A**) and the 2026 Performance Scorecard (**Annex B**) of the **CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)**, to be posted on the CITEM's website in accordance with Section 43 of GCG Memorandum (M.C.) No. 2012-07.¹

The CITEM's proposed Charter Statement and Strategy Map were **RETAINED**, while the Performance Scorecard submitted through a letter dated 27 October 2025 and e-mail dated 12 November 2025² was **MODIFIED** based on: (i) discussions made during the Technical Panel Meeting (TPM) held on 17 November 2025; and (ii) evaluation of revised documents submitted through the CITEM's letter and e-mails dated 26 November 2025, 12 and 27 February 2026, 06 March 2026, and 30 April 2026.³

Pursuant to Item 9 of GCG M.C. No. 2024-01,⁴ GOCCs are required to accomplish and submit the requisite Quarterly Monitoring Reports (*i.e.*, PES Form 4) for the calendar year, detailing their progress in accomplishing their performance targets. The Quarterly Monitoring Reports shall likewise disclose substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of the targets.

FOR THE CITEM'S INFORMATION AND COMPLIANCE.

Very truly yours,

ATTY. MARIUS P. CORPUS
 Chairperson



ATTY. BRIAN KEITH F. HOSAKA
 Commissioner

**ATTY. GERALDINE MARIE B.
 BERBERABE-MARTINEZ**
 Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCS, dated 28 November 2012.

² Officially received by the Governance Commission on 30 October 2025 and 12 November 2025, respectively. [Barcode Nos: 2025-029549 and 2025-030642].

³ Officially received by Governance Commission on 01 December 2025, 12 and 27 February 2026, 10 March 2026, and 04 May 2026, respectively. [Barcode Nos: 2025-033189, 2026-004964, 2026-006063, 2026-007469, and 2026-013997]

⁴ ENHANCED PERFORMANCE EVALUATION SYSTEM (PES) FOR THE GOCC SECTOR, dated 28 June 2024.





By 2029, CITEM is recognized as the country's top-of-mind trade promotion agency that contributes to the export growth of priority products and services.

Service Excellence, Financial Sustainability, Inclusive Growth

Increase Stakeholders Awareness and Engagement

Improve Stakeholders Satisfaction and Experience

Ensure Financial Sustainability

Streamline and Digitalize External and Internal Services and Processes

Improve Organizational Efficiency through ISO

Enhance the Competencies of the CITEM Workforce

Improve Risk Assessment and Mitigation

To enable Philippine companies of priority sectors to expand into international markets through sustainable programs and activities.

Integrity, Results-driven, Inclusivity, Resiliency

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

Component					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2023	2024	2025	2026	
STAKEHOLDERS / SOCIAL IMPACT	SO 1	Increase Stakeholders Awareness and Engagement							
	SM 1	Number of Companies Participating in Export Promotion Activities ¹	Absolute Amount	15%	(Actual / Target) x Weight	1,535	1,038	1,600	2,190
	SM 2	Number of Trade Buyers Attending Export Promotion Events ²	Absolute Amount	15%	(Actual / Target) x Weight	6,948	5,989	3,865 (Trade Buyers Only, Unique Count)	3,888 (Trade Buyers Only, Unique Count)
	SM 3	Increase Public Relations (PR) Values	Total PR Value of CITEM's 2026 Projects ³	10%	(Actual / Target) x Weight	₱620.80 Million	₱678.76 Million	₱570.78 Million	₱723 Million
	SM 4	Implementation of the Board-Approved Marketing Plan	Number of KPIs in the Marketing Plan with Attained Targets / Total Number of KPIs in the Marketing Plan	5%	(Actual / Target) x Weight	100% of the 2023 KPIs Based on the Board-Approved Marketing Plan Attained	100% of the 2024 KPIs Based on the Board-Approved Medium-Term Marketing Plan 2022-2024 ⁴ Attained	100% Attainment of 2025 KPIs Based on the Board-Approved Marketing Plan 2025 – 2027 ⁵	100% Attainment of 2026 KPIs ⁶

¹ Shall cover both physical and digital/online events but excludes market sensing and benchmarking missions.

² Shall cover both physical and digital/online events but excludes market sensing and benchmarking missions.

³ To be generated by a Third-Party Media Agency.

⁴ It covers the following as included in the CITEM's Board-Approved Medium-Term Marketing Plan: (1) Event Attendance/Viewership = 14,000; (2) Website Pageviews = 700,000; (3) Unique Users on Platforms = 200,000; and (4) Social Media/Community Following = 700,000.

⁵ It covers the following as included in the CITEM's Board-Approved Marketing Plan: (1) Total Users on Websites = 460,651; (2) Website Engagement = 4,500,000; (3) Average Engagement Rate on Websites = 60%; (4) Social Media/Community Following = 816,748; (5) Average Engagement Rate on Social Media = 4.68%; (6) Average Search Engine Optimization (SEO) for CITEM-Managed Sites = 80; and (7) Number of Influencers/Key Opinion Leaders (KOLs) Tapped, Attended, and Posted about CITEM Events = 50.

⁶ Revised Target as follows: (1) Total Users on Websites = 1,550,000; (2) Website Engagement = 7,500,000; (3) Average Engagement Rate on Websites = 57%; (4) Social Media/Community Following = 1,060,000; (5) Average Engagement Rate on Social Media = 32%; (6) Average SEO for CITEM-Managed Sites = 91%; and (7) Number of Influencers/KOLs Tapped, Attended, and Posted about CITEM Events = 70.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
FINANCIAL	SO 2	Improve Stakeholders Satisfaction and Experience							
	SM 5	Percentage of Satisfied Customers ⁷	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	10%	(Actual / Target) x Weight If Below 80% = 0%	97.10%	94.76%	90%	90%
		Sub-Total		55%					
	SO 3	Ensure Financial Sustainability							
SM 6	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost ⁸	10%	(Actual / Target) x Weight	62.73%	62.08%	56%	57%	
SM 7	Budget Utilization Rate (BUR):								
SM 7a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total Corporate Operating Budget (COB) from Subsidy <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	95.95%	100%	90%	90%	
SM 7b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements from Subsidy / Total Obligated Subsidy <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	88.35%	95.37%	90%	90%	

⁷ Based on GCG-ARTA Joint Memorandum Circular No. 1, series of 2023. External customers only.

⁸ Preparatory expenses made during the previous year(s) relative to the conduct of the applicable year's projects and project costs for market sensing and benchmarking missions shall be excluded in the computation.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
	SM 7c	Corporate Fund Budget Utilization Rate	Total Disbursements from Internally Generated Fund (IGF) / Total COB from IGF (Both Net of PS Cost)	5%	(Actual / Target) x Weight	89.12%	49.05%	90%	90%
		Sub-Total		25%					
INTERNAL PROCESS	SO 4	Streamline and Digitalize External and Internal Services and Processes							
	SM 8	Percentage of Completion of the Information Systems Strategic Plan (ISSP)	Total Number of Deliverables ⁹ Due for 2026 Attained / Total Number of Deliverables Due for 2026	5%	(Actual / Target) x Weight	100% of the 2023 Deliverables based on the DICT-Endorsed Amended ISSP 2021-2023 Attained	100% of the 2024 Deliverables (Based on DICT-Endorsed ISSP 2024-2026) Attained	100% Attainment of 2025 Deliverables (Based on DICT-Endorsed ISSP 2024-2026)	100% Attainment of 2026 Deliverables (Based on Revised ISSP 2024-2026 as submitted to MITHI Secretariat)
	SO 5	Improve Organizational Efficiency through ISO							
	SM 9	Improve Quality System Processes to Management	Actual Accomplishment	5%	All or Nothing	Measure Excluded	Measure Excluded	Attain ISO 9001:2015 Certification	Maintain ISO 9001:2015 Certification (Second Surveillance Audit)
		Sub-Total		10%					

⁹ Deliverables refer to Information Systems.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
LEARNING AND GROWTH	SO 6	Enhance the Competencies of the CITEM Workforce							
	SM 10	Percentage of Employees with required Competencies Met	Competency Level 2026 – Competency Level 2025; Where competency level = Total Number of Employees with Required Competencies Met / Total Number of Employees	5%	All or Nothing	Competency Baseline Improved	Competency Baseline Improved	Increase from the 2024 Actual Competency Level	Increase from the 2025 Actual Competency Level
	SO 7	Improve Risk Assessment and Mitigation							
	SM 11	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Total Number of Exercise/Drills/Tests Conducted in 2026 over Total Number of Exercise/ Drills/Test/ Scheduled in 2026 ¹⁰	5%	(Actual/ Target) x Weight	Not Applicable	Not Applicable	Board-Approved Public Service Continuity Plan (PSCP)	Implementation of the Board-Approved PSCP
		Sub-Total		10%					
	TOTAL		100%						
BONUS STRATEGIC MEASURES									
FINANCIAL	GAD Budget Utilization Rate	Actual Disbursement for GAD-related Activities / Total COB	1%	All or Nothing	Not Applicable	Not Applicable	5% of Total COB	5% of Total COB	

¹⁰ As enumerated under the Testing and Maintenance Section of the PSCP.

Component					Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026
	ISO Certification on any of the following Standards:							
INTERNAL PROCESS	i. Environmental Management System Certification	Actual Accomplishment	1%	All or Nothing	Not Applicable	Not Applicable	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)
	ii. Business Continuity Management System Certification							