



14 March 2025

HON. MA. CHRISTINA A. ROQUE
 Secretary, Department of Trade and Industry
 and CITEM Chairperson

HON. ROMLEAH JULIET P. OCAMPO
 Acting 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 2025 CHARTER STATEMENT,
 STRATEGY MAP AND 2025 PERFORMANCE SCORECARD**

Dear Secretary Roque and Acting ED Ocampo,

This is to formally transmit the 2025 Charter Statement and Strategy Map (**Annex A**) and the 2025 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, Strategy Map, and Performance Scorecard submitted through a letter dated 28 October 2024 and emails dated 22 November 2024 and 16 December 2024² were **MODIFIED** based on: (i) discussions made during the Technical Panel Meeting (TPM) held on 17 December 2024; (ii) evaluation of revised documents submitted through the CITEM's letter dated 20 January 2025 and emails dated 04, 20, and 26 February 2025;³ and (iii) agreements during the Performance Target Conference held on 13 March 2025.

Item 9 of GCG M.C. No. 2024-01⁴ mandates GOCCs to accomplish 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 should also disclose substantial changes in circumstances, if any, that were unforeseen during the TPM that may affect the timely achievement of the GOCC's 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 31 October 2024, 22 November 2024 and 16 December 2024, respectively.

³ Officially received by Governance Commission on 22 January 2025, 04 February 2025, 21 February 2025 and 26 February 2025, respectively.

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

2025 PERFORMANCE SCORECARD (Annex B)

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
STAKEHOLDERS / SOCIAL IMPACT	SO 1	Increase Stakeholders Awareness and Engagement							
	SM 1	Number of Companies Participating in Export Promotion Activities	Actual Accomplishment	15%	(Actual / Target) x Weight	Cannot be Validated	1,535	862	1,600
	SM 2	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	15%	(Actual / Target) x Weight	Cannot be Validated	6,948	3,221 (Trade Buyers Only, Unique Count)	3,865 (Trade Buyers Only, Unique Count)
	SM 3	Increase PR Values	Total PR Value of CITEM's 2025 Projects ¹	10%	(Actual / Target) x Weight	₱781.77 Million	₱620.80 Million	₱496.33 Million	₱570.78 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	75% of the KPIs Based on the Board-Approved Marketing Plan Attained	100% of the 2023 KPIs Based on the Board-Approved Marketing Plan Attained	100% Attainment of 2024 KPIs Based on the Board-Approved Medium-Term Marketing Plan 2022-2024 ²	100% Attainment of 2025 KPIs Based on the Board-Approved Marketing Plan 2025 – 2027 ³

¹ To be generated by a Third-Party Media Agency.

² 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.

³ 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.

	Component				Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
FINANCIAL	SO 2	Improve Stakeholders Satisfaction and Experience							
	SM 5	Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents ⁴	10%	(Actual / Target) x Weight If Below 80% = 0%	91.43% ⁵	97.10%	90%	90%
		Sub-Total		55%					
	SO 3	Ensure Financial Sustainability							
SM 6	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost ⁶	10%	(Actual / Target) x Weight	43.52%	62.73%	55%	56%	
SM 7	Budget Utilization Rate (BUR):								
SM 7a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total Corporate Operating Budget (COB) from Subsidy (Both Net of PS Cost)	5%	(Actual / Target) x Weight	Not Applicable	95.95%	90%	90%	

⁴ Covers customers availing the GOCC's **external services** only.

⁵ Data refers to the average of the results for Physical Trade Fair Exhibitors and Physical Trade Fair Buyers only; Digital Trade Fair Exhibitors and Digital Trade Fair Buyers were excluded.

⁶ Preparatory expenses made during the previous year(s) relative to the conduct of the applicable year's projects shall not be included in the computation.




Component					Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025		
SM 7b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements from Subsidy / Total Obligated Subsidy (Both Net of PS Cost)	5%	(Actual / Target) x Weight	Not Applicable	88.35%	90%	90%	
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	Not Applicable	89.12%	90%	90%	
Sub-Total			25%						
SO 4	Streamline and Digitalize External and Internal Services and Processes								
INTERNAL PROCESS	SM 8	Percentage of Completion of the ISSP	Total Number of Deliverables ⁷ Due for 2025 Attained / Total Number of Deliverables Due for 2025	5%	(Actual / Target) x Weight	100% of the 2022 Deliverables Attained (Based on DICT-Endorsed/Approved ISSP 2021-2023)	100% of the 2023 Deliverables based on the DICT-Endorsed Amended ISSP 2021-2023 Attained	100% Attainment of 2024 Deliverables (Based on DICT-Endorsed ISSP 2024-2026)	100% Attainment of 2025 Deliverables (Based on DICT-Endorsed ISSP 2024-2026)

⁷ Deliverables refer to Information Systems.

Component					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
SO 5 Improve Organizational Efficiency through ISO								
SM 9	Improve Processes to Quality Management System	Actual Accomplishment	5%	All or Nothing	Passed Surveillance Audit for ISO 9001:2015 Standards	Measure Excluded	Attain ISO 9001:2015 Recertification	Maintain ISO 9001:2015 Certification
<i>Sub-Total</i>			10%					
SO 6 Enhance the Competencies of the CITEM Workforce								
SM 10	Percentage of Employees with Required Competencies Met	Competency Level 2025 – Competency Level 2024; 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	Improvement in the Competency Baseline of the Organization	Increase from the 2024 Actual Competency Level
SO 7 Improve Risk Assessment and Mitigation								
SM 11	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Actual Accomplishment	5%	All or Nothing	Not Applicable	Not Applicable	Not Applicable	Board-Approved Public Service Continuity Plan (PSCP)
<i>Sub-Total</i>			10%					
TOTAL			100%					

LEARNING AND GROWTH

Component				Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025
FINANCIAL	BONUS STRATEGIC MEASURES							
	GAD Budget Utilization Rate	Actual Disbursement for GAD-related Activities / Total COB	1%	All or Nothing	Not Applicable	Not Applicable	Not Applicable	5% of Total COB
INTERNAL PROCESS	ISO Certification on any of the following Standards:							
	i. Environmental Management System (EMS) Certification	Actual Accomplishment	1%	All or Nothing	Not Applicable	Not Applicable	Not Applicable	ISO 14001:2015 Certification
	ii. Business Continuity Management System (BCMS)	Actual Accomplishment		All or Nothing	Not Applicable	Not Applicable	Not Applicable	ISO 22301:2019 Certification

For GCG:


ATTY. BRIAN KEITH F. HOSAKA
Commissioner

For CITEM:


HON. ROMLEAH JULIET P. OCAMPO
Executive Director