



**CENTER FOR INTERNATIONAL TRADE
EXPOSITIONS AND MISSIONS**

Revised Citizen's Charter as of 20 November 2024

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I. MANDATE

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippines' Department of Trade and Industry (DTI).

For 33 years, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

As the prime mover in export marketing, CITEM takes the lead in export-driven programs, spearheads official participation in overseas trade fairs, and organizes signature trade events in the Philippines and high-profile promotional activities in key markets abroad.

CITEM undertakes Design for Export initiatives:

- Brand Building
- Export Coaching
- Merchandise Development
- Young Talent Development
- Local-International Talent Collaboration
- Permanent Showroom

II. VISION

CITEM is a globally recognized export promotion agency that brings Philippine products and services to priority markets.

III. MISSION STATEMENT

We enable Philippine companies to become global champions through sustainable export promotion programs and activities.

IV. CORE VALUES

- Stakeholder-centric
- Excellence
- Resource Stewardship
- Versatility
- Empowerment

V. PERFORMANCE PLEDGE

C : Client Focused

We commit to the development of small and medium enterprises (SMEs) through client-focused export marketing and development promotion programs.

I : Integrity

We commit to upholding the principle of integrity in public service.

T : Timeliness

We commit to delivering timely and efficient service.

E : Excellence

We commit to setting standards of excellence that empower stakeholders.

M : Mover

We commit to be an export mover of Philippine quality products and services through the creation and management of cost-effective trade promotion programs.

VI. CORE FUNCTIONS

- Organize official Philippine participation in overseas trade fairs, exhibitions, and expositions in accordance with the export promotion program of the Department of Trade and Industry.
- Institutionalize locally held international trade fair organization for the promotion of Philippine products and services.
- Implement programs designed to upgrade the quality of Philippine products and services to international standards.

VII. CORE PROCESS

EXTERNAL SERVICE

A. Digital Exhibitor Application Procedure for IFEX Philippines Participation

OFFICE/DIVISION

Consumer Business Department

CLASSIFICATION

Complex Transaction

TRANSACTION TYPE

G2B – Government to Business/es
G2G – Government to Government

WHO MAY AVAIL

NEW PROSPECTIVE EXHIBITORS

Local companies, foreign Philippine-based firms, and foreign enterprises based outside the country that have not participated in any edition of IFEX Philippines that meet the following qualifications:

LOCAL COMPANIES AND FOREIGN FIRMS BASED IN THE COUNTRY

- **Local companies** must carry 100% Philippine-made products.
- **Foreign firms based in the Philippines** that intend to join IFEX Philippines must have established production capacity in their home country.

For both categories:

- Must be duly registered manufacturing, export, or trading company in the Philippines that have at least one (1) year of direct export experience or export potential.
- With valid local business permits (i.e., Mayor's Permit, DTI Business Name Registration).
- With valid/updated Food and Drug Administration (FDA) License to Operate (LTO) and Certificates of Product Registration (CPR) for food companies.
- No pending status of administrative complaints filed by third parties, CITEM, DTI, or government agency/ies in any Philippine court of law.
- No pending financial obligation with DTI and/or CITEM.
- Not included in the DTI Watchlist or any quality product registry such as the FDA.

FOREIGN ENTERPRISES BASED OVERSEAS

- Duly registered foreign manufacturing, exporting, or trading enterprises with established production capacity in their home country.
- Carries quality non-Philippine-made products that conforms to international food safety standards.
- Have at least one (1) year of direct export experience or export potential.
- No pending administrative complaints filed by third parties, CITEM, DTI, Bureau of Customs, FDA or any Philippine government agency court.
- Not included in the DTI Negative List.

CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
NEW PROSPECTIVE EXHIBITORS	
For local companies and foreign firms based in the Philippines	
1) Accomplished Registration/ Application contract form	IFEXConnect website www.ifexconnect.com
For local companies and foreign firms based in the Philippines and overseas	
2) Copy of the following registrations for local and Philippine-based foreign companies: a. Valid Mayor's Business Permit b. DTI Business Registration and/or Securities Exchange Commission (SEC) Registration <i>(including complete Articles of Incorporation)</i> c. BIR Form 2303 d. Valid FDA LTO and Certificate of Product Registration (CPR) e. Relevant product/service certification/s and/or accreditation/s, if any	Applicant
3) Company Profile <i>Brief write-up about the brand or company (a portfolio of published/unpublished product features/publicity stores or press releases highlighting socially responsible initiatives and processes, if available)</i>	Applicant
4) At least three (3) high resolution product photos or product catalog, if available	Applicant
5) Existing digital property such as: • Functional website • Email address • Social media account (e.g., FB/Instagram)	Applicant
6) Schedule of factory visit <i>to be set up after registration/application contract form and necessary documentary requirements have been complied with.</i>	IFEX Philippines Project Officer

WHO MAY AVAIL

REGULAR

RETURNING EXHIBITORS

LOCAL COMPANIES

- **Local companies** must carry 100% Philippine-made products.
- Duly registered manufacturing, export, or trading company in the Philippines that has joined at least one (1) CITEM-organized trade fair for the past three (3) years.
- With updated local business permits (i.e., Mayor's Permit, DTI Business Name Registration)
- No pending administrative complaints filed by third parties, CITEM, DTI, or any government agency/ies in a Philippine court of law.
- No outstanding financial and/or other obligations with CITEM, i.e., payables and pending forms or reports required for submission in connection with previous participation/s in CITEM-organized trade shows.
- No violation/s incurred during participation in CITEM-organized trade shows (in accordance with the Exhibitors' Table of Violations and Sanctions).
- Not included in the DTI Watchlist.

FOREIGN ENTERPRISES BASED OVERSEAS

- Duly registered foreign manufacturing, exporting, or trading enterprises with established production capacity in the Philippines and/or in home country.
- Carries quality non-Philippine-made products that conforms to international food safety standards.
- Have direct export experience or export potential.
- No pending administrative complaints from third parties, CITEM, DTI, or any Philippine government agency in court of law.
- Not included in the DTI Watchlist.

CHECKLIST OF REQUIREMENTS		WHERE TO SECURE
REGULAR	RETURNING EXHIBITORS	
<i>For local companies, foreign firms based in the Philippines and overseas</i>		
1) Accomplished Registration/Application form		Project Website
<i>For local companies and foreign firms based in the Philippines</i>		
2) [UPDATED] Copy of the following registrations: <ul style="list-style-type: none"> a. Valid Mayor's Business Permit b. DTI Business Registration and/or SEC Registration <i>(with complete Articles of Incorporation)</i> c. BIR Form 2303 d. Valid FDA LTO and CPR for food companies e. Relevant product/service certification/s and/or accreditation/s, if any 		Applicant
3) Updated Company Profile		Applicant
4) Schedule of factory visit <i>to be set up after registration/application contract form and necessary documentary requirements have been complied with.</i>		IFEX Philippines Project Officer

DIGITAL EXHIBITOR APPLICATION PROCESS
FOR NEW AND REGULAR IFEX PHILIPPINES EXHIBITOR

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
1. Access the IFEX Philippines registration through IFEXConnect .	None	None		
2. Upon successful log-in, a pop-up will prompt the applicant-exhibitor to join the IFEX Philippines 2025 edition. Select "YES" and applicant-exhibitor may choose the desired booth package.				
3. Navigate to the "MY ACCOUNT" section found on the left side of IFEXConnect dashboard to update or upload the required information/documents: a. Company Information b. Business information c. Participation details				

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
<p>From here, applicant-exhibitor will select their preferred participation package.</p> <p>d. Supporting documents Ensure all valid certifications are uploaded</p>				
<p>4. Remember to click the "SAVE AND CONTINUE" button at the right bottom portion of each page to advance through the exhibitors' registration process.</p>				
	<p>Assess/review completeness of prospective exhibitor's submissions, including the documentary requirements.</p>	<p>None</p>	<p>1-Day</p>	<p>Sector/ Project Officer/ Coordinator</p>
	<p>[IF APPLICABLE] Post notice for the conduct of a company/factory visit</p>		<p>1-Day</p>	

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
Secure the confirmed schedule of the company/factory visit Undertake the necessary preparation for the visit	[IF APPLICABLE] Coordinate company/factory visit If necessary, coordinate the visit with the DTI Regional/Provincial Office concerned	None		Sector/ Project Officer/ Coordinator
	[IF APPLICABLE] Conduct the company/factory visit	None	1-Day (exclusive of travel time)	Sector/ Project Officer/ Coordinator
	Evaluate the product/s/service/s and recommend the status of application	None	0.5-Day	Sector/ Project Officer/ Coordinator
	[IF APPROVED] Evaluate the prospective exhibitor's submissions, including documentary requirements and result of assessment of company/factory visit via e-mail		0.5-Day	Sector/ Project Officer/ Coordinator
	[IF DISAPPROVED] Applicant is issued a Notice of Denied Application			

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
	<p>[IF APPROVED]</p> <p>Forward the prospective exhibitor's documentary requirements and result of assessment of company/factory visit to the Project Manager/ Director for approval and signature</p>		0.5-Day	<p>Sector/ Project Officer/ Coordinator</p> <p>Project Mgr./ Director</p>
	Submit billing request and copy of Project Manager/ Director-approved endorsement form to Controllershship for reference in the preparation of billing statement/invoice	None	0.5-Day	Sector/ Project Officer/ Coordinator
	Secure participation fee invoice from Controllershship Email copy of invoice together with Notice of Acceptance	None	1-Day	Sector/ Project Officer/ Coordinator
Pay required participation fee in CITEM Cashier or via any of the Agency's payment channels; send proof of payment	Acknowledge receipt of proof of payment	As indicated in the billing statement	1-Day	Sector/ Project Officer/ Coordinator
Total			7-Days	

IV. CORE PROCESS

EXTERNAL SERVICE

B. Exhibitor Application Procedure for Manila FAME Participation

OFFICE/DIVISION

Service Business Department

CLASSIFICATION

Complex Transaction

TRANSACTION TYPE

G2B – Government to Business/es
G2G – Government to Government

WHO MAY AVAIL

NEW PROSPECTIVE EXHIBITORS

Local companies, Philippine-based firms, and foreign enterprises based outside the country that have not participated in any edition of Manila FAME that meet the following qualifications:

LOCAL COMPANIES AND FOREIGN FIRMS BASED IN THE COUNTRY

- Must carry 100% Philippine-made products/services.
- With established production capacity.
- Duly registered manufacturing, export, or trading company in the Philippines that have at least one (1) year of direct export experience or export potential.
- No pending complaints filed by third parties, CITEM, DTI, or any Philippine court.
- No pending financial obligation with CITEM.
- Not included in the DTI Watchlist.

FOREIGN ENTERPRISES BASED OVERSEAS

- Duly registered foreign manufacturing, exporting, or trading enterprises with established production capacity.
- Carries quality non-Philippine-made products/services that conforms to standards of international trade fairs
- Have at least one (1) year of direct export experience or export potential.
- No outstanding complaints filed by third parties, CITEM, DTI, or any Philippine court.
- Not included in the DTI Watchlist.

WHO MAY AVAIL

REGULAR

RETURNING EXHIBITORS

LOCAL COMPANIES AND PHILIPPINE-BASED FIRMS

- Must carry 100% Philippine-made products.
- Duly registered manufacturing, export, or trading company in the Philippines that has joined at least one (1) CITEM-organized trade fair for the past three (3) years
- No pending complaints filed by third parties, CITEM, DTI, or any Philippine court.
- No outstanding financial obligations with CITEM, i.e., payables and pending forms or reports required for submission in connection with previous participation/s in CITEM-organized trade shows for the home, fashion and lifestyle (HFL) sectors.
- No violation/s incurred during participation in CITEM-organized HFL trade fairs (in accordance with the Exhibit's Table of Violations and Sanctions).
- Not included in the DTI Watchlist.

FOREIGN ENTERPRISES

- Duly registered foreign manufacturing, exporting, or trading enterprises with established production capacity.
- Carries quality non-Philippine-made products that conforms to standards of international trade fairs
- Have direct export experience or export potential.
- No pending complaints filed by third parties, CITEM, DTI, or any Philippine court.
- Not included in the DTI Watchlist.

CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
NEW PROSPECTIVE EXHIBITORS	
For local companies, foreign firms based in the Philippines and foreign enterprises based overseas	
1) Accomplished Registration/Application form	Project Website
2) Company Profile	Applicant
3) At least three (3) high resolution product photos or product catalog, if available	
4) Existing digital property such as: <ul style="list-style-type: none"> • Functional website • Email address • Social media account (e.g., FB/Instagram) 	
5) Schedule of factory visit <i>to be set-up after completely filled out registration/application form and the necessary documentary requirements are complied with.</i>	Manila FAME Project Officer
Local companies and foreign firms based in the Philippines	
Supplement the accomplished Application Form with the following: <ul style="list-style-type: none"> a. Valid Mayor's Business Permit b. DTI Business Registration and/or SEC Registration <i>(with complete Articles of Incorporation)</i> c. BIR Form 2303 d. Valid FDA LTO (if applicable) and CPR e. Applicable product/service certification/s and/or accreditation/s, if any 	Applicant

CHECKLIST OF REQUIREMENTS		WHERE TO SECURE
REGULAR	RETURNING EXHIBITORS	
For local companies, foreign firms based in the Philippines and foreign enterprises based overseas		
1) Accomplished Registration/Application form		Project Website
2) Updated Company Profile		Applicant
3) Schedule of factory visit (<i>as needed</i>)		Manila FAME Project Officer
For local companies and foreign firms based in the Philippines		
Supplement the accomplished Application Form with updated copies of the following:		Applicant
<ul style="list-style-type: none"> a. Valid Mayor's Business Permit b. DTI Business Registration and/or SEC Registration (<i>with complete Articles of Incorporation</i>) c. BIR Form 2303 d. Valid FDA LTO (if applicable) and CPR e. Applicable product/service certification/s and/or accreditation/s, if any 		

DIGITAL EXHIBITOR APPLICATION PROCESS FOR NEW AND REGULAR MANILA FAME EXHIBITORS

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
<p>Access the project website</p> <p>Fill out the space application contract form</p> <p>Submit a completely filled-out space application contract form together with the necessary documentary requirements</p>	None	None		
	<p>Acknowledge the Applicant's submissions</p> <p>Assess the completeness of prospective exhibitor's submissions, including the documentary requirements</p>	None	1-Day	Sector/ Project Officer/ Coordinator
<p>Secure the confirmed schedule of the company/factory visit</p> <p>Prepare for the visit</p>	<p>[IF APPLICABLE]</p> <p>Coordinate company/factory visit</p> <p>If necessary, coordinate the visit with the DTI Regional/Provincial Office concerned</p>	None	0.5-Day	Sector/ Project Officer/ Coordinator

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
	<p>[IF APPLICABLE]</p> <p>Conduct the company/factory visit</p>	None	1-Day (excl. travel time)	Sector/ Project Officer/ Coordinator
	Evaluate the required product/s/service/s and recommend status of application	None	0.5-Day	Sector/ Project Officer/ Coordinator
	<p>[IF APPROVED]</p> <p>Compile the prospective exhibitor's submissions, including documentary requirements and result of assessment of company/factory visit</p> <p>[IF DISAPPROVED]</p> <p>Applicant is issued a Notice of Denied Application</p>		0.5-Day	Sector/ Project Officer/ Coordinator
	<p>[IF APPROVED]</p> <p>Forward the prospective exhibitor's documentary requirements and result of assessment of company/factory visit to the Project Manager/Director for approval of Project Manager/Director</p> <p>Send Notice of Acceptance to the approved company</p>		1-Day	<p>Sector/ Project Officer/ Coordinator</p> <p>Project Manager/ Director</p> <p>Sector/ Project Officer/ Coordinator</p>

CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON IN-CHARGE
	Submit billing request and copy of Project Manager/ Director-approved endorsement form to Controllership Division for reference in the preparation of the billing statement/ invoice	None	1-Day	Sector/ Project Officer/ Coordinator
	Secure participation fee invoice from Controllership Division Email copy of invoice together with Notice of Acceptance	None	1-Day	Sector/ Project Officer/ Coordinator Controllership
Pay required participation fee in CITEM Cashier or via any of the Agency's payment channels and send proof of payment to the Sectoral/ Project Officer/ Coordinator for documentation	Acknowledge receipt of proof of payment	As indicated in the billing statement	1-Day	Sector/ Project Officer/ Coordinator
Total			7-Days	

VIII. FEEDBACK AND COMPLAINTS MECHANISM

Please let us know how we may serve you better!

Share us your comments, suggestions, or recommendations through any of the following channels:

- Public Assistance and Complaints Desk (PACD) Officer at the CITEM Lobby.
- Feedback Form available in the CITEM Information Desk: once filled out, drop it in the Suggestion Box located at the Lobby.
- Call + (63 2) 831 2201 or send us your feedback through fax no. 832-3965 or via e-mail info@citem.com.ph.

*We will attend to your notice/correspondence promptly.
Thank you for helping us improve our services.*