

Excerpt from the Minutes of the Meeting of the CITEM Board.
Held on 15 November 2024, during a Physical Board Meeting of the CITEM Board of
Governors, at CITEM OED Conference Room, with a quorum present, the Board unanimously
passed the resolution:

**CITEM NEW STRATEGY MAP FOR 2025-2029 AND PROPOSED PERFORMANCE
SCORECARD FOR 2025**

1. The Governance Commission for GOCCs (GCG) issued GCG Memorandum Circular (M.C.) No. 2023-01 providing for the Performance Evaluation System (PES) for the GOCC Sector;
2. Among the requirements provided in GCG M.C. No. 2023-01 is the submission of the Board Resolution approving the Charter Statement and Strategy Map, proposed Performance Scorecard, and other documentary requirements for consideration of the GCG; which shall include the names and respective designations of the GOCC's official representatives to the technical panel who are duly authorized to provide the GCG all necessary information relevant and material to the measures and targets in the GOCC's proposed Performance Scorecard;
3. **NEW STRATEGY MAP FOR 2025-2029 AND PROPOSED PERFORMANCE SCORECARD FOR 2025**

STRATEGIC OBJECTIVE/ STRATEGIC MEASURE (SM)	FORMULA	WEIGHT	RATING SYSTEM	ACTUAL 2023	TARGET 2024	PROPOSED TARGET 2025
FINANCIAL PERSPECTIVE						
SO1 – ENSURE FINANCIAL SUSTAINABILITY						
SM1. Cost Recovery Ratio (CRR)	Total Revenue from Promotional Events/ Total Project Cost	25%	(Actual/Target) x Weight	62.73%	55%	56%
SM2. Budget Utilization Rate (BUR)						
2a. Obligations Subsidy BUR	Total Obligations Subsidy/Total COB from Subsidy (both Net of PS Cost)	5%	(Actual/Target) x Weight	95.95%	90%	90%
2b. Disbursements Subsidy BUR	Total Disbursements from Subsidy/Total Obligations (both Net of PS Cost)	5%	(Actual/Target) x Weight	88.35%	90%	90%
2c. Corporate Fund BUR	Total Disbursements / Total COB from Internally-Generated Fund (both net of PS)	5%	(Actual/Target) x Weight	89.12%	90%	90%
2d. Gender and Development (GAD) BUR	Total Disbursements from GAD budget / Total GAD budget (both net of PS)	1% (Bonus)	(Actual/Target) x Weight	N/A	N/A	5% of total budget
Subtotal—FINANCIAL		40%				

STRATEGIC OBJECTIVE/ STRATEGIC MEASURE (SM)	FORMULA	WEIGHT	RATING SYSTEM	ACTUAL 2023	TARGET 2024	PROPOSED TARGET 2025
STAKEHOLDER PERSPECTIVE						
SO2 – INCREASE STAKEHOLDER AWARENESS AND ENGAGEMENT						

SM3. Number of companies participating in Export Promotion Activities	Actual Accomplishment	5%	(Actual/Target) Weight	x 1,535	862	1,034
SM4. Number of Trade Buyers Attending Export Promotion Activities	Actual Accomplishment	10%	(Actual/Target) Weight	x (Trade Buyers Only, Unique Count)	(Trade Buyers Only, Unique Count)	3,865 (Trade Buyers Only, Unique Count)
SM5. Increase PR Values based on the New Board-approved CITEM Marketing Plan	Total PR Value of CITEM's 2025 Projects	15%	(Actual/Target) Weight	x P620.80 Million	P496.33 Million	P570.78 Million
SO3 – IMPROVE STAKEHOLDERS SATISFACTION AND EXPERIENCE						
SM6. Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	10%	(Actual / Target) Weight	x 97.10%)	90%	90%
<i>*Applies to CITEM External Clients availing CITEM External Services as identified in CITEM's Citizens' Charter</i>						
Subtotal—STAKEHOLDER		40%				

STRATEGIC OBJECTIVE/ STRATEGIC MEASURE (SM)	FORMULA	WEIGHT	RATING SYSTEM	ACTUAL 2023	TARGET 2024	PROPOSED TARGET 2025
INTERNAL PROCESS						
SO4 – STREAMLINE AND DIGITALIZE EXTERNAL AND INTERNAL SERVICES AND PROCESSES						
SM7. Percentage Completion of the ISSP	Total of Deliverables for 2024 Attained/Total No. of Deliverables Due for 2024	No. Due of 5%	(Actual/ Target) x Weight	100% 2023 Deliverables Attained (Based on DICT-Endorsed/Approved ISSP 2024-2026)	100% Attainment of 2024 Deliverables (Based on DICT-2025 Deliverables (Based on DICT-2024-2026): Information Systems for Enhancement: 1) Trade Fair Information System: 2) Content Management System: 3) Human Resource Information System: 4) Inventory Management System: Information Systems for Development 5) Receivables Monitoring System	100% Attainment of 2025 Deliverables (Based on DICT-2024-2026): Information Systems for Enhancement: 1. Visitor Profile System 2. Content Management System 3. Human Resources Information System 4. Ticketing System Information Systems for Development 5. Procurement Monitoring System
SO5 – IMPROVE ORGANIZATIONAL EFFICIENCY THROUGH ISO						
SM8. Improve Processes through ISO 9001:2015	Actual Accomplishment	5%	ALL or NOTHING	Measure excluded	Attain ISO 9001:2015 Recertification	Maintain ISO 9001:2015 Recertification

Subtotal—INTERNAL PROCES S		10%				
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STRATEGIC OBJECTIVE/ STRATEGIC MEASURE (SM)	FORMULA	WEIGHT	RATING SYSTEM	ACTUAL 2023	TARGET 2024	PROPOSED TARGET 2025
LEARNING AND GROWTH						
SO6 – ENHANCE THE COMPETENCIES OF THE CITEM WORKFORCE						
SM9. Increase Percentage of Employees with Required Competencies Met	Competency of Level 2025 Competency Level 2024	5%	ALL NOTHING	Competency Baseline Improved (CITEM's competency baseline for 2023 is 1.40 which is higher than the 2022 baseline of 1.33)	Improvement in the Competency Baseline of the Organization	Increase from prior year's competency level
SO7– RISK ASSESSMENT AND MITIGATION						
SM10. Development and Implementation of Disaster Risk Reduction and Management Plan	Actual Risk Accomplishment	5%	ALL NOTHING	N/A	N/A	Board-approved Disaster Risk Reduction and Management Plan
Subtotal—LEARNING AND GROWTH		10%				
GRAND TOTAL		100%				

4. Further, Authorization of the following officers and employees to constitute the CITEM Technical Panel to provide the GCG all necessary information relevant an material to the measures and targets in the proposed performance scorecard were requested for approval of the Board.

Name	Position / Designation
1. Ms. Leah Pulido Ocampo	Executive Director
2. Ms. Ma. Lourdes D. Mediran	Deputy Executive Director
3. Atty. Anna Grace I. Marpuri	Department Manager III, Corporate Services Department

4. Ms. Rowena D. Mendoza	Department Manager III, Consumer Business Department
5. Ms. Marjo F. Evio	Department Manager III, Service Business Department
6. Mr. Joseph D. Bernat	Department Manager III, Communications and Creative Services Department
7. Ms. Wilma G. Dulay	Budget Officer V
8. Ms. Malerna C. Buyao	Accountant V
9. Mr. Harold Grande	Chief, Communications and Content Division
10. Mr. Clodualdo Evio	Information Technology Officer III
11. Ms. Florence P. Buensalido	Human Resource Management Officer V
12. Atty. Eva Marie Mariquina	OIC, Corporate Planning Division
13. Mr. Jewel H. Udarbe	OIC, Internal Audit Service
13. Marilene U. Calo	Planning Officer III

5. CITEM also seeks the Board Approval to Grant CITEM Management continuing authority to negotiate FY2025 PES with the GCG and to authorize the ED to represent CITEM during the Performance Target Conference (PTC) for setting of the final performance targets of the GOCC

Comments/Discussion:

6. Dr. Andrada motioned to approve the request of CITEM management, however, Mr. Amatong motioned to amend the presented 2025-2029 Charter Statement and Strategy Map and Performance Scorecard for 2025 be presented to GCG and Subject to Final Agreement with GCG, be presented again to the Board for Board Approval.
7. Usec. Lantayona, asked how the amended motion be stated/worded, Ms. Ocampo suggested to have the results of the negotiation with the GCG be presented again to the Board for Final Approval.
8. After discussing the final action, a new condition was added to the board action for the final document that has been approved by the Board be subject for approval again after negotiating with GCG.
9. Having no further comments-

“RESOLVED, that the 2025-2029 Charter Statement and Strategy Map and the Proposed CITEM 2025 Performance Scorecard, being in order, is hereby APPROVED.

Res. No. BM 2024-11-07

RESOLVED FURTHER, that CITEM Management is granted continuing authority to negotiate FY 2025 PES with the GCG, being in order, is hereby APPROVED.

Res. No. BM 2024-11-08

RESOLVED FURTHERMORE, that the results of the negotiation with the GCG on the 2025 Performance Evaluation Scorecard, will be presented to the Board for Final approval, being in order, is hereby APPROVED.”

Res. No. BM 2024-11-09

I hereby certify the correctness of the foregoing resolution.

ATTY. ANNA GRACE I. MARPURI
Corporate Secretary