

Excerpt from the Minutes of the Meeting of the CITEM Board.  
Held on 10 January 2024, during a Physical Board Meeting of the CITEM Board of Governors, at CITEM Golden Shell Pavilion, with a quorum present, the Board unanimously passed the following resolution:

### 2024 CITEM PERFORMANCE EVALUATION SYSTEM

1. In 2016, CITEM Management adopted a more inclusive growth framework for SMEs in its 2017-2023 Charter Statement and Strategy Map-- a globally recognized export promotion agency that brings Philippine products and services to priority markets', through the realization of its mission to 'enable Philippine companies to become global champions through sustainable export promotion programs and activities', whilst being guided by its Core Values represented by the acronym SERVE--Stakeholder-centric, Excellence, Resource Stewardship, Versatility, and Empowerment.
2. The themes for the 2017-2023 Strategy Map is encapsulated in **I CaRe: Innovate. Capacitate. Resonate**, to which CITEM has faithfully inculcated in its programs and activities.
3. Anchored on the 2017-2023 Charter and Strategy Map, CITEM submitted its proposed FY2024 Performance Evaluation System (PES) Scorecard to the GCG together with the necessary attachments on 30 October and 30 November 2023.
4. In the proposed FY2024 PES Scorecard, CITEM proposed an extension of its 2017-2023 Charter Statement and Strategy Map pending the conduct of an Impact Assessment in 1Q2024; and the crafting of a new Charter Statement and Strategy Map for 2024-2029 in 2Q 2024.
5. In the proposed FY 2024 PES Scorecard, CITEM retained its 2023 Charter Statement and Strategy Map and all Strategic Objectives (SOs) across the four (4) pillars the PES, as follows:

Strategy Pillar	Strategic Objectives (SO)	Strategic Measures (SM)	Targets
Finance	SO1-Ensure Financial Sustainability	SM1-Cost Recovery Ratio (CRR)	55%
		SM2-Budget Utilization Rate (BUR) 2a: Obligations Subsidy BUR 2b: Disbursements Subsidy BUR 2c: Corporate Fund BUR	90% 90% 90%
Stakeholder/ Social Impact	SO2-Improve Stakeholders Satisfaction	SM3-Percentage of Satisfied Clients based on the ARTA Questionnaire SM3a: Percentage of Satisfied Customers in CITEM Signature Events SM3b: Percentage of Satisfied Clients (Internal CSM)	90%  80%
	SO3-Increase Stakeholder Awareness	SM4: No. of Trade Buyers Attending Export Promotion Events  SM5: Implementation of the Board-Approved Medium-Term Marketing Plan  SM6: Increase PR Value	3,221 (Trade Buyers only, unique count)  100% Attainment of the KPIs Based on the Board-Approved Marketing Plan (MTMP)  P322.75M
	SO4-Accelerate the Growth and Development of SMEs	SM7: No. of SMEs Participating in Export Promotion Activities	862
Internal Process	SO5-Institutionalize Systems and	SM8: Percentage Completion of the ISSP	100% Attainment of 2024 Deliverables

	Processes including the Enhancement and Development of CITEM's Digital Promotion Structure		<i>(Based on DICT-Endorsed/Approved ISSP 2024-2026):</i>
	SO6-Improve Organizational Efficiency	SM9: Improve Processes to QMS	To pass Surveillance Audit for ISO 9001:2015 Standards
Learning & Growth	SO7-Enhance the Competencies of the CITEM Workforce	SM10: Improve Competency Baseline of the Organization	Improvement in the Competency Baseline of the Organization

6. A Technical Panel Meeting (TPM) with GCG was held last 01 December 2023 to discuss CITEM's proposed FY2024 PES submitted to GCG on 30 October and 30 November 2023. During the TPM, several changes/revisions on the CITEM-submitted FY2024 Performance Scorecard were discussed and are summarized below:

Changes	FROM (Original Submission)	TO (TPM-discussion)
Measures under SO2-Improve Stakeholders Satisfaction	SM3a: Percentage of Satisfied Customers in CITEM Signature Events	For 2024, CGO-C reminded that the ARTA Joint Memorandum still applies in the 2024 Performance Scorecard. In terms of the Strategic Measure, the coverage only applies to external clients as identified in the Citizen's Charter.
SM3: Percentage of Satisfied Clients based on the ARTA Questionnaire	SM3b: Percentage of Satisfied Clients (Internal CSM)	
Measures under SO3-Increase Stakeholder Awareness	SM5: Implementation of the Board-Approved Medium-Term Marketing Plan	In view of the impending conclusion of CITEM's Medium-Term Marketing Plan in 2024, CGO-C suggests including a strategic measure on the crafting of a new Marketing Plan that will serve as the framework in the succeeding years.
SM5: Implementation of the Board-Approved Medium-Term Marketing Plan	SM6: Increase PR Value	In view of CITEM's previous years' actual accomplishments which exceeded the targets, CGO-C recommended revisiting the target for 2024, and lay down potential factors that may significantly impact the accomplishment.
SM6: Increase PR Value	Proposed Target: P332.75 Million	
Measures under SO5: Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure	100% Attainment of 2024 Deliverables <i>(Based on DICT-Endorsed/Approved ISSP 2024-2026):</i>	Based on the DICT-endorsed 2024-2026 ISSP, the deliverables are the following:  100% Attainment of 2024 Deliverables <i>(Based on DICT-Endorsed/Approved ISSP 2024-2026):</i> A. <i>Enhancement of Digital Trade and Community Platform Information Systems (DTCPIS) :</i> - <i>Trade Fairs Information System (2024)</i> - <i>Content Management System (2024-2026)</i> B. <i>Development and Enhancement of Administrative Services Information Systems (ASIS)</i> - <i>Human Resources Information System (2024-2026)</i> - <i>Inventory Management System (2024)</i> - <i>Receivables Monitoring System (2024)</i>
SM8: Percentage of Completion of the ISSP		

7. Below is the summary matrix of the revised, post-TPM Proposed FY2024 Performance Scorecard based on the discussions during the TPM with GCG:

	Objective/ Measure		Formula	Weight	Rating System	Proposed Target
Financial	SO 1	Ensure Financial Sustainability				
	SM 1	Cost Recovery Ratio	Total Revenue from Promotional Events / Total Project Cost	25.0%	(Actual / Target) x Weight	55.00%
	SM 2	Budget Utilization Rate (BUR)				
	SM 2a	Obligations Subsidy BUR	Total Obligations Subsidy / Total COB from Subsidy (both net of PS Cost)	5.0%	(Actual / Target) x Weight	90%
	SM 2b	Disbursements Subsidy BUR	Total Obligations Subsidy / Total COB from Subsidy (both net of PS Cost)	5.0%	(Actual / Target) x Weight	90%
	SM 2c	Corporate Fund BUR	Total Disbursements / Total COB from Internally-Generated Fund (both net of PS Cost)	5.0%	(Actual / Target) x Weight	90%
Stakeholders	SO 2	Improve Stakeholders Satisfaction				
	SM 3	Percentage of Satisfied Clients based on the ARTA Questionnaire  <i>*Applies to CITEM External Clients availing CITEM External Services as identified in CITEM's Citizens' Charter</i>	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	5.0%	(Actual / Target) x Weight  If Below 80% = 0%	90%
	SO 3	Increase Stakeholders Awareness				
	SM4	Number of Trade Buyers Attending Export Promotion Events	Actual Accomplishment	5.0%	(Actual / Target) x Weight	3,221 (Trade Buyers Only, Unique Count)
	SM5	CITEM Marketing Plan				
	SM 5a	Implementation of the Board- Approved Medium-Term Marketing Plan	Number of KPIs in the Marketing Plan with Attained Targets / Total Number of KPIs in the Marketing Plan	10.0%	(Actual / Target) x Weight	1. Event Attendance/ Viewership (14,000) 2. Website Pageviews (700,000) 3. Unique Users on Platforms (200,000) 4. Social Media/Community Following (700,000)
	SM5b	<i>Establish a new Board-approved CITEM Marketing Plan</i>	Actual Accomplishment	5.0%	All or Nothing	Board-approved Marketing Plan
	SM 6	Increase PR Value	Total PR Value of CITEM's 2024 Projects	10.0%	(Actual / Target) x Weight	₱496.33 Million
	SO 4	Accelerate the Growth and Development of SMEs				
	SM7	Number of SMEs Participating in Export Promotion Activities	Actual Accomplishment	5.0%	(Actual / Target) x Weight	862
Internal Process	SO 5	Institutionalize Systems and Processes, including the Enhancement and Development of CITEM's Digital Promotion Structure				



Learning & Growth	SM 8	Percentage of Completion of the ISSP	Total Number of Deliverables Due for 2024 Attained / Total Number of Deliverables Due for 2024	5.0%	(Actual / Target) x Weight	100% Attainment of 2024 Deliverables (Based on DICT-Endorsed/Approved ISSP 2024-2026):  A. Enhancement of Digital Trade and Community Platform Information Systems (DTCPIS) : - Trade Fairs Information System (2024) - Content Management System (2024-2026) B. Development and Enhancement of Administrative Services Information Systems (ASIS) - Human Resources Information System (2024-2026) - Inventory Management System (2024) - Receivables Monitoring System (2024)
	SO 6	Improve Organizational Efficiency				
	SM 9	Improve Processes to Quality Management System	Actual Accomplishment	10.0%	All or Nothing	To pass Surveillance Audit for ISO 9001:2015 Standards
	SO 7	Enhance the Competencies of the CITEM Workforce				
	SM 10	Improve Competency Baseline of the Organization	Competency Baseline 2024 - Competency Baseline 2023	5.0%	All or Nothing	Improvement in the Competency Baseline of the Organization

8. CITEM seeks the Board on the following:
  - i. approval of the CITEM's FY2024 Performance Evaluation System (PES) Scorecard including the proposed Charter Statement and Strategy Map as discussed during the TPM on 01 December 2023.
  - ii. Approval to grant CITEM Management continuing authority to negotiate FY2024 PES with the GCG.
9. The Board noted that the current proposal has no significant changes. The 1year extension of CITEM's strategy map will therefore entail no significant changes in the Strategic Measure and Objectives.
10. CITEM further reported that during the 1 year extension, it will engage the services of a consultant. The consultant will provide guidance to CITEM in formulating its vision and strategy for the next five years, ensuring a comprehensive and forward-looking approach to the organization's development.
11. However, CITEM should review and/or craft a new marketing plan (under the strategic objective on stakeholder's awareness) to align with the directive that large companies should have an equal presence or representation with the MSMEs participating in any of the work programs organized by CITEM.
12. Having no further comments-

"RESOLVED, that the CITEM'S FY2024 Performance Evaluation System (PES) Performance Scorecard and all other documents as required under GCG M.C. No. 2023-01, and its submission to the GCG, is hereby APPROVED."

Res. No. BM 2024-01-08

"RESOLVED, that the CITEM Management through its Executive Director or a duly authorized representative, to take such steps, sign all documents and papers, and perform such acts as may be necessary to carry out and implement the foregoing authority and to represent CITEM during the Performance Target Conference (PTC) for the setting of the final performance targets of the GOCC, is hereby APPROVED."

*Res. No. BM 2024-01-09*

I hereby certify to the correctness of the foregoing resolution.

  
ATTY. ANNA GRACE I. MARPURI  
Corporate Secretary