

H.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

Increased Trade Promotion Activities

PERFORMANCE INFORMATION**ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)****BASELINE****2025 TARGETS**

Increased Trade Promotion Activities

EXPORT/TRADE PROMOTION PROGRAM**Outcome Indicators**

1. Percentage increase in number of companies participating in Export Promotion activities	20% increase from 2023 target of 718 companies	at least 20% increase from 2024 target
2. Percentage of returning companies in Signature Events	47%	47%
3. Percentage increase in the amount of potential export orders	20% increase from 2023 target of US\$66.49M total export orders	at least 20% increase from 2024 target

Output Indicators

1. Total export orders	US \$79.788M	US \$95.746M
2. Number of companies participating in Export Promotions Activities	862	1,034
3. Number of Trade Inquiries in Export Promotion Events	6,829	8,195
4. Number of Trade Buyers attending Export Promotion Events	3,221	3,865