

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 (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2020 TARGETS

Increased Trade Promotion Activities

EXPORT / TRADE PROMOTION PROGRAM

Outcome Indicators

1. Percentage increase in number of SMEs in Export Promotion activities
2. Percentage of returning SMEs in Signature Events
3. Percentage increase in the amount of potential export orders

5% per annum

46%

5% per annum

5% per annum

47%

5% per annum

GENERAL APPROPRIATIONS ACT, FY 2020**Output Indicators**

1. Total export orders	US \$320.00M	US \$336.00M
2. Number of SMEs participating in Export Promotions	1,267	1,330
3. Number of Trade Inquiries in Export Promotion Events	16,563	18,040
4. Number of Trade Buyers attending Export Promotion Events	9,052	9,505