

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

2021 TARGETS

Increased Trade Promotion Activities

EXPORT / TRADE PROMOTION PROGRAM

Outcome Indicators

1. Percentage increase in number of SMEs in

Export Promotion activities

5% per annum

N/A

2. Percentage of returning SMEs in Signature Events

47%

47%

3. Percentage increase in the amount of potential
export orders

5% per annum

N/A

GENERAL APPROPRIATIONS ACT, FY 2021

Output Indicators

1. Total export orders	US \$336.00M	US \$66.49M
2. Number of SMEs participating in Export Promotions	1,330	718
3. Number of Trade Buyers attending Export Promotion Events	16,363	5,691
4. Number of Trade Buyers attending Export Promotion Events	N/A	2,684