

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

2023 TARGETS

Increased Trade Promotion Activities

GENERAL APPROPRIATIONS ACT, FY 2023

EXPORT/TRADE PROMOTION PROGRAM**Outcome Indicators**

1. Percentage increase in number of companies participating in Export Promotion activities	N/A	N/A
2. Percentage of returning companies in Signature Events	47%	47%
3. Percentage increase in the amount of potential export orders	N/A	N/A

Output Indicators

1. Total export orders	US \$66.49M	US \$66.49M
2. Number of companies participating in Export Promotions Activities	718	718
3. Number of Trade Inquiries in Export Promotion Events	5,691	5,691
4. Number of Trade Buyers attending Export Promotion Events	2,684	2,684