

E.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

2019 TARGETS

Increased Trade Promotion Activities

EXPORT / TRADE PROMOTION PROGRAM

Outcome Indicators

1. Increase in number and percentage of SMEs in
Export Promotion activities

1,207

1,330

2. Percentage of returning SMEs in Signature Events

47%

47%

3. Percentage increase in the amount of potential
export orders

5% per annum

5% per annum

Output Indicators

1. Total export orders

US \$304.77M

US \$336.00M

2. Number of SMEs participating in Export Promotions

1,207

1,330

3. Number of Trade Buyers attending Export

Promotion Events

16,363

16,363