

G.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

2022 TARGETS

Increased Trade Promotion Activities

EXPORT / TRADE PROMOTION PROGRAM

Outcome Indicators

1. Percentage increase in number of SMEs in

Export Promotion activities

N/A

N/A

2. Percentage of returning SMEs 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 SMEs participating in Export Promotions

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