

BUDGETARY SUPPORT TO GOVERNMENT CORPORATIONS

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

- MANDATE : To market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotions programs.
- VISION : By 2016, Center for International Trade Exhibitions and Missions (CITEM) will have created a distinct "Philippines" brand.
- MISSION : CITEM is committed to develop and nurture globally competitive Philippine SMEs, exporters, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other organizations.
- SECTOR OUTCOME : Economic opportunities in industry and services expanded
- ORGANIZATIONAL OUTCOME : OO : Increased Trade Promotion Activities