

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City, Metro Manila

Nineteenth Congress  
First Regular Session

HOUSE RESOLUTION NO. 515



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**Introduced By Hon. Christopher “Toff” V.P. De Venecia, Hon. Jefferson F. Khonghun, Hon. Rufus B. Rodriguez, Hon. Edward Vera Perez Maceda, Hon. Anna Victoria Veloso-Tuazon, Hon. Linabelle Ruth R. Villarica, Hon. Maria Vanessa C. Aumentado, Hon. Jose Francisco “Kiko” B. Benitez, Ph.D., Hon. Juan Carlos “Arjo” C. Atayde, Hon. Rachel Marguerite B. Del Mar, Hon. Angelica Natasha Co, Hon. Mark O. Go, Hon. Angelo Marcos Barba, Hon. Kristine Singson-Meehan, Hon. Christian Tell A. Yap, Hon. Lord Allan Jay Q. Velasco**

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**A RESOLUTION CONGRATULATING AND COMMENDING THE DEPARTMENT OF TRADE AND INDUSTRY - CENTER FOR INTERNATIONAL TRADE AND EXPOSITION AND MISSIONS FOR GARNERING THE BEST EXPORT PROMOTION AGENCY OF SOUTHEAST ASIA FOR 2022 BY THE CAPITAL FINANCE INTERNATIONAL**

**WHEREAS**, the Center for International Trade Expositions and Missions or CITEM has recently been awarded by the Capital Finance International as the Best Export Promotion Agency in Southeast Asia for 2022 for its notable efforts and milestones, particularly its successful shift into the digital space at the height of the pandemic;<sup>1</sup>

**WHEREAS**, the Capital Finance International is a print journal and online resource reporting on business, economics and finance. Headquartered in London, it brings coverage and analysis of the drivers behind change. Combining the views of leading multilateral and national organizations with thought leadership from some of the world’s top minds, their dedicated editorial team ensures that readers better understand the forces influencing and reshaping the global economy;

**WHEREAS**, the Capital Finance International also provides news, analysis and commentary on markets worldwide. They address the changes – including in technology and innovation – affecting these markets and help identify regions, industry sectors and companies that will succeed;

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<sup>1</sup> <https://cfi.co>

**WHEREAS**, the Center for International Trade Expositions and Missions is the export promotion arm of the Philippine Department of Trade and Industry. It is committed to developing, nurturing, and promoting globally-competitive micro, small and medium enterprises (MSMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities;<sup>2</sup>

**WHEREAS**, “*Malasakit*,” which has no direct translation in English but approximately translates to “care for something (someone) as if it were one’s own,” is a common philosophy at CITEM, where team members focus on creating a superior user experience and empowering customers to reach a wider audience;

**WHEREAS**, during the height of the pandemic which resulted in the shutdown of in-person conferences, CITEM turned to online platforms to showcase local talents. The Philippines is considered one of the social media capitals of the world, giving CITEM a direct pipeline to a well-developed creative industry. CITEM aims to put the Philippines on the global map as a creative hub with a reputation for digital skills as well as artisanal and bespoke workmanship. It has brought Manila FAME — the home, fashion, and lifestyle trade show running since 1983 — into the digital sphere with “FAME+”;

**WHEREAS**, CITEM initiated a conference promoting the Philippine creative industries in June 2021 called the “Creative Futures”, a food industry forum and expo in September 2021 called “IFEX Philippines,” and a digital exhibition and conference on sustainability solutions in March 2022 or “SSX.” The agency also launched dedicated online platforms promoting the country’s food, creatives, and sustainable solutions industries;

**WHEREAS**, inspired by the award, CITEM pledged to further continue its commitment to develop, nurture, and promote globally-competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers; and adhere to the highest standards of creativity, excellence, and innovation to promote the Philippines as the premier destination for quality export products and services;

**NOW THEREFORE, BE IT RESOLVED**, that taking into consideration the abovementioned premises, we, the undersigned members of the House of Representatives congratulate and commend the Center for International Trade Expositions and Missions, the export promotion arm of the Philippine Department of Trade and Industry;

**RESOLVED FINALLY**, that an appropriate copy of this resolution be given to the Center for International Trade Expositions and Missions and another copy be prepared for submission to the National Historical Commission of the Philippines for proper archiving.

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<sup>2</sup> <https://citem.gov.ph/>

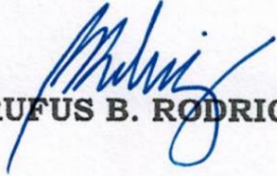
Adopted,



**HON. CHRISTOPHER "TOFF" V.P.  
DE VENECIA**



**HON. JEFFERSON F. KHONGHUN**



**HON. RUFUS B. RODRIGUEZ**



**HON. EDWARD VERA PEREZ MACEDA**




**HON. ANNA VICTORIA VELOSO-  
TUAZON**



**HON. LINABELLE RUTH R. VILLARICA**



**HON. MARIA VANESSA C.  
AUMENTADO**



**HON. JOSE FRANCISCO "KIKO" B.  
BENITEZ, PH.D.**



**HON. JUAN CARLOS "ARJO" C.  
ATAYDE**



**HON. RACHEL MARGUERITE B. DEL  
MAR**



**HON. ANGELICA NATASHA CO**



**HON. MARK O. GO**



**HON. ANGELO MARCOS BARBA**



**HON. KRISTINE SINGSON-MEEHAN**



**HON. CHRISTIAN TELL A. YAP**



**HON. LORD ALLAN JAY Q. VELASCO**