

MS. ROSVI C. GAETOS

CURRICULUM VITAE

as of June 2019

Ms. Rosario Virginia (Rosvi) C. Gaetos is presently Assistant Secretary for Trade Promotions at the Philippine Department of Trade & Industry (DTI), appointed to the position on 14 March 2017. Under her jurisdiction are five agencies of the DTI: the Bureau of Domestic Trade Promotions, the Center for International Trade Expositions and Missions, the Design Center of the Philippines, the Export Marketing Bureau, and the Philippine Trade Training Center. As of April 2019, Ms. Gaetos was appointed as Alternate Commissioner General for the Philippines participation in the Expo 2020 Dubai.

From February 2011-2017, Ms. Gaetos served as the Executive Director/Chief Executive Officer of the Center for International Trade Expositions and Missions (CITEM), a government corporation under the DTI, responsible for export promotions.

From March 2016 to January 2017, she concurrently served as Officer-in-Charge of the Design Center of the Philippines where she was tasked to head the reorganization of the Center and redirect its strategic thrusts.

Prior to her appointment at CITEM, MS. GAETOS served as the Vice President for Tourism Promotions (2010-2011) of the DOT's Tourism Promotions Board; and as Deputy Executive Director for Conventions and Incentive Travel (1989-2010) of the Philippine Convention & Visitors Corporation (PCVC), the marketing arm of the Philippine Department of Tourism (DOT).

AREAS OF EXPERTISE

Ms. Gaetos' government career spans more than thirty five years of impeccable and outstanding service record. She has *a wealth of experience designing and implementing strategic initiatives for export promotions and tourism marketing.* Her areas of expertise include creative conceptualization of marketing programs and projects for trade and tourism: from branding campaigns, advertising and publicity, design initiatives, to trade fairs and exhibition management.

CAREER BACKGROUND:

EXPORT PROMOTIONS

Under Ms. GAETOS' helm for the past five years, CITEM launched many firsts, brought back design, style and craftsmanship as the foundation of the organization's vision and mandate; and recaptured the trust and confidence of its stakeholders:

She created the next level for CITEM's signature events (the Manila FAME and IFEX); repositioning and rebranding these shows to create value, highlight Philippine artisanship, and make them more attuned to stakeholder and market needs.

Ms. Gaetos is behind the fully successful **global branding campaign** for Philippine export products in the home, food and fashion sectors that launched Design Philippines, Food Philippines; and Fashion Philippines in selected overseas trade events.

Ms. Gaetos firmly believes in the vital role of **Design** in creating the comparative advantage and value of Philippine export products. She initiated the **Design for Exports** program to build and refine exporters' readiness and capability for the global market through export coaching, brand building, and an extensive design development program that brought together international and local design experts to help prepare the SME's (small and medium enterprises) for the overseas markets.

She rebuilt the permanent showroom for Philippine export products and rebranded it as **HallOne** to provide a year round sourcing and exhibit venue for buyers and manufacturers.

A notable program under Ms. Gaetos' leadership is the **Young Designers Development Program** which nurtures the next generation of design talents to bring freshness to the shows as well as to ensure continuity of design initiatives.

As an advocate of the creative process, Ms. Gaetos continues to refine her strategic directions for CITEM and the industries it represents in response to a changing and evolving world.

Ms. Gaetos' greatest challenge is the continued execution with precision of a total integrated approach to export promotions that will benefit the hundreds of SMEs in the home, fashion and food industry sectors whose main business remains to be exports.

TOURISM

IN 2002, Ms. Gaetos spearheaded the launch and implementation of the highly successful and widely-applauded campaigns of then Tourism Secretary Richard J. Gordon: “**Visit Philippines**”, “**History Town Intramuros**”, “**Volunteer 12**”, and “**WOW Philippines**”.

In 2003, Ms. Gaetos was appointed by Tourism Secretary Richard J. Gordon as **Philippine Commissioner General for the World Expo Aichi 2005**. The Philippine participation at the World Expo 2005 turned out to be the most successful, garnering the country’s very first Gold Award from the Expo Organizers.

In 2004, Ms. Gaetos was tapped by newly appointed Tourism Secretary Joseph Durano to be part of his pioneering Market Teams. She headed DOT’s Team Japan for two years, during which time she launched the “**Premium Resort Islands**” campaign in Japan; as well as established the first **Travel Café Philippines** in Iidabashi, Tokyo in 1996. *It was at this time that visitor arrivals from Japan hit the highest recorded figure of 415,456 in 2005.*

Ms. Gaetos is a recipient of the **21st SKAL Tourism Personality Award** in 2010 from SKAL Makati (in recognition of her role as the “Mother” of the Philippine MICE industry); and the **TOURISM EXCELLENCE AWARD** from the National Association of Independent Travel Agencies (NAITAS) in 2008. She is the ONLY Philippine Tourism Personality included in the “**POWER 35**”, the “pick” of Travel Trade Gazette Asia (TTG Asia July 2009 issue) of 35 tourism industry personalities considered as “Movers” and “Shakers” who made a difference in Asia’s Travel and Tourism.

MEETINGS, INCENTIVE TRAVEL, CONVENTIONS & EXHIBITIONS (M.I.C.E.)

Ms GAETOS served as Product Hall Manager at the **Center for International Trade Missions and Expositions** (CITEM) before being tapped by then Secretary of Tourism Mina Gabor to head the highly specialized Conventions & Incentive Travel Unit of the Philippine Convention & Visitors Corporation (PCVC) in 1989.

She pioneered several industry projects for the **MEETINGS, INCENTIVES, CONVENTIONS, & EXHIBITIONS/EVENTS (M.I.C.E)** industry and is credited for establishing industry wide recognition and support for this specialized sector of

tourism. She was the moving spirit behind the highly successful promotional campaigns for the MICE industry: “**CONVENTION CITY MANILA**” in 1995; and “**MEETINGS MAKE MANILA**” in 2001.

At the height of major M.I.C.E. promotional campaigns and projects which Ms. Gaetos initiated and implemented with success in the 1990’s, the PCVC received in 1994 and 1995, international Industry Awards as Outstanding Convention & Visitors Bureau from M.I.C.E institutions from all over the world.

For five years (1996-2001), Ms. Gaetos served as President/Secretary General of the **ASIAN ASSOCIATION OF CONVENTION & VISITORS BUREAUS** (AACVB), a regional association of convention bureaus from Asia’s top ten M.I.C.E. destinations: China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, the Philippines, Singapore, and Thailand. Under her leadership, the AACVB successfully launched the “**ASIA NOW**” marketing campaign which established a strong and unified image for Asia as a M.I.C.E. destination.

EDUCATIONAL ATTAINMENT

Ms. Gaetos is a **B.S. Foreign Service graduate** of the University of the Philippines and holds a **Masters Degree in Business Administration** from the Ateneo Graduate School of Business. She is a **Career Service Executive Eligible**.

Ms. Gaetos finished special courses on Corporate Governance organized by the Institute of Corporate Directors: the Professional Directors Program, the Corporate Governance Orientation Program, and the Strategy Execution Pathway Program. She was inducted as a Graduate Member of the Institute of Corporate Directors on 18 January 2017.

The Institute of Corporate Directors (ICD) is dedicated to the study and professionalization of Philippine corporate directorship. It also seeks to raise the level of the country’s corporate governance policy and practice to world class standards.