

MALACAÑANG
MANILA

ADMINISTRATIVE ORDER NO. 117

CREATING THE PHILIPPINE ADVISORY COMMITTEE FOR THE HOLDING OF THE 2ND THIRD WORLD ADVERTISING AND MARKETING CONGRESS-MANILA '89 TO BE HELD IN MANILA ON OCTOBER 23-28, 1989.

WHEREAS, the Department of Tourism and the South Publications (UK) Ltd., in a Joint Declaration signed on February 15, 1988 have agreed "to use their best endeavors in ensuring a well run and well attended '2nd Third World Advertising & Marketing Congress'" scheduled to be held in Manila on October 23-28, 1989";

WHEREAS, in that same Joint Declaration, it was also provided that the Philippine Convention and Visitors Corporation "shall lend full technical support to South Publications" "in promoting attendance to this Congress" and that the Philippine Convention and Visitors Corporation "shall also make the necessary co-ordination/liaison with all government agencies concerned, the appointed professional congress organizer, airlines and the local advertising and marketing industry for requirements needed for the congress";

WHEREAS, the choice of the Philippines as the Congress venue brings honor and prestige to the country;

WHEREAS, it is now incumbent upon the Philippine Government to undertake such preparations as are necessary to promote full participation in the said congress, thus ensuring its success;

NOW, THEREFORE, I, CORAZON C. AQUINO, President of the Philippines, by virtue of the powers vested in me by law, do hereby create the Philippine Advisory Committee for the holding of the 2nd Third World Advertising and Marketing Congress-Manila '89, hereinafter referred to as the Committee.

The Chairman of the Committee shall be the Secretary of Tourism, with the following as members:

1. Press Secretary, Office of the Press Secretary
2. Undersecretary, DOT Tourism Promotions
3. Executive Director, Philippine Convention & Visitors Corporation
4. Chief Operations Officer, Philippine Airlines
5. Chairman, Philippine Board of Advertising
6. Chairman Emeritus, Asian Federation of Advertising Associations

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- 7. President, Philippine Association of National Advertisers
- 8. President, Association of Accredited Advertising Agencies of the Philippines
- 9. President, Kapisanan ng mga Broadcasters ng Pilipinas
- 10. President, Print Media Organization
- 11. President, Advertising Suppliers Association of the Philippines
- 12. President, Board of Airline Representatives
- 13. Chairman, Sycip, Gorres, Velayo and Company

The Chairman may designate his permanent representative in case of his inability to participate personally in the work of the Committee.

The Committee shall formulate policies and guidelines in connection with the preparation and holding of the said congress.

The Committee is hereby empowered to call upon any government agency, including government-owned or controlled corporations, to lend support to the Committee in its tasks.

This Administrative Order shall take effect immediately.

Done in the City of Manila, this 22nd day of February in the year of Our Lord, Nineteen Hundred and Eighty Nine.

Gerardo S. Aquino

By the President:

Catalino Macaraig, Jr.
 CATALINO MACARAIG, JR.
 Executive Secretary