

MALACAÑANG
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

EXECUTIVE ORDER NO. 402

CREATING A NATIONAL ORGANIZING COMMITTEE FOR THE
PHILIPPINE HOSTING OF THE PHILIPPINE INTERNATIONAL
GARDEN FESTIVAL (FLORIKULTURA '98)

WHEREAS, in preparation for and to ensure the success of the Philippines' bid to host the World Expo 2002, Executive Order No. 177 was issued on 16 May 1994 establishing the World Expo 2002 Philippine Commission;

WHEREAS, the Philippine government, through the World Expo 2002 Philippine Commission, in its desire to promote the Philippines as a venue for world expositions and recognizing horticulture as an art and a science which contributes to the proper stewardship of the land, will host the first international horticulture exhibition in Southeast Asia on January 11-21, 1998 at the Philippine Christmas Village, entitled "Philippine International Garden Festival" (FLORIKULTURA '98);

WHEREAS, FLORIKULTURA '98 will carry the theme "*Gardens of the World*", and will draw participation from local and foreign entities whose interests are related to horticulture and the environment and will continue as a national horticulture event for three (3) months or until 31 March 1998;

WHEREAS, the holding of FLORIKULTURA '98 at the Philippine Christmas Village, with its trade and tourism potential, is seen as a catalyst to help bring about the rehabilitation of Pampanga, which was devastated by the eruption of Mount Pinatubo in 1991;

WHEREAS, in addition to its trade and tourism benefits to the country, the hosting of FLORIKULTURA '98 will also enhance the environment and world awareness of the Philippine government's program on ecotourism and showcase the capability of the Philippines in hosting international events;

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

IN REPLYING PLEASE CITE:

PFVR Letter # L970424



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SECTION 1. National Organizing Committee. A National Organizing Committee (NOC) for FLORIKULTURA '98 is hereby created under the World Expo 2002 Philippine Commission, Office of the President, to be composed as follows:

1. Chairperson - Secretary of Tourism
2. Co-Chairperson - Secretary of Agriculture
3. Vice Chairperson - Secretary of Trade and Industry
4. Board of Advisers:
 - a. Government Sector
 1. Secretary of Foreign Affairs
 2. Secretary of Finance
 3. Secretary of Public Works and Highways
 4. Secretary of Environment and Natural Resources
 5. Secretary of Transportation and Communications
 6. Secretary of Budget and Management
 7. Governor of Pampanga
 8. Mayor of San Fernando, Pampanga
 9. President and Chief Executive Officer, Clark Development Corporation
 10. Chairman, University of the Philippines Department of Horticulture
 - b. Private Sector
 1. President, Federation of Cutflower and Ornamental Plant Growers of the Philippines, Inc.
 2. Chairman, Philippine Airlines
 3. Chairman of the Paskuhan Village Foundation, Inc.
 4. President, United Architects of the Philippines
 5. President, Philippine Chamber of Commerce and Industry
 6. President, Philippine Exporters Federation
 7. President, Philippine Association of Landscape Architects

The members of the Board of Advisers of the National Organizing Committee (NOC) may designate an alternate to represent them at the Committee within thirty (30) days from the effectivity of this order. The members shall submit the names of their representatives and/or alternates to the NOC Secretariat.

SEC. 2. Government Support. All government-owned and controlled corporations are directed to extend their assistance and support to

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FLORIKULTURA '98 to ensure its successful observance. The specific assistance requested from concerned government entities is stated in Annex A.

Said government entities are encouraged to organize related meetings, conventions, exhibitions and other national, regional or international events at the Philippine Christmas Village to coincide with FLORIKULTURA '98 to maximize the event.

SEC. 3. Authority and Functions of the National Organizing Committee. The Committee shall exercise the following functions and responsibilities:

- a. Formulate and implement a workplan and budget for the proper hosting of FLORIKULTURA '98 and monitor all activities in relation thereto;
- b. Act as the coordinating body between the private sector and various government agencies to ensure that all directives subsequently issued to the said agencies for the planning, operationalization and management of FLORIKULTURA '98 are enforced;
- c. Accept or receive donations and other conveyances by gratuitous title of funds, materials and devices for use in the planning, implementation and management, subject to the usual accounting and auditing rules and regulations;
- d. Call on any department, bureau or office of the Government, including government-owned and controlled corporations for any assistance that may be necessary to carry out the purpose of this Executive Order; and
- e. Enter into agreements/contracts necessary for the attainment of the objectives of this Executive Order.

SEC. 4. Executive Committee. The National Organizing Committee (NOC), through the Chairperson, may create an Executive Committee composed of representatives from the government and private sectors enumerated in Section 1 hereof.

SEC. 5. Secretariat. The NOC, through its Chairperson, shall establish a Secretariat headed by a Secretary-General, which shall oversee and supervise the day-to-day implementation and over-all preparations for FLORIKULTURA '98;

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The NOC Chairperson may call on any or all agencies of government represented in the Committee to assign or detail a senior official, at the level of no less than a Division Chief, to the Secretariat. The Commission shall provide such employees with honoraria or allowances as may be allowed by law and at rates consistent with those prescribed pursuant to the Unified Compensation and Position Classification System established under R.A. No. 6758.

SEC. 6. Funding. The funds necessary for the hosting of FLORIKULTURA '98, including operations of the NOC, its Secretariat and sub-committees, shall come from the following:

- a. Subject to approval of the President, an allocation from available funds of the Office of the President;
- b. Allocation in the amount of Ten Million Pesos (₱10,000,000.00) from the World Expo 2002 Philippine Commission;
- c. Allocation from the Department of Tourism Trust Liability Account in the initial amount of Twenty Five Million Pesos (₱25,000,000.00);
- d. Allocation from the regular budgets and/or contingency funds of the concerned government Departments and Bureaus in relation to their respective roles/responsibilities in this event, as indicated in Annex A, subject to existing auditing rules and regulations;
- e. Proceeds from booth rental fees of local and foreign commercial exhibitors and other merchandising activities.

SEC. 7. Coordination with the Private Sector. The FLORIKULTURA '98 National Organizing Committee shall consult and closely coordinate with the Federation of Cutflower and Ornamental Plant Growers of the Philippines, Inc. and other private sector organizations in the horticulture industry.

SEC. 8. Report to the President. Relative to the performance of its mandated functions, the Committee, through its Chairperson, shall submit periodic reports to the President, and a final report within a reasonable period after the closing rites of FLORIKULTURA '98.


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SEC. 9. Cessation of the Committee. The Committee shall cease to exist sixty (60) days after the submission of its final report, provided in Section 9 hereof, unless otherwise ordered by the President.

SEC. 10. ^{to} Repealing Clause. All orders and issuances or parts thereof inconsistent with the provisions of this Executive Order, are hereby repealed or modified accordingly.

SEC. 11. ^{for} Effectivity. This Executive Order shall take effect immediately.

DONE in the City of Manila, this 31st day of March in the year of Our Lord, Nineteen Hundred and Ninety-Seven.



By the President:



RUBEN D. TORRES
Executive Secretary

rcc/eib



Specific Areas of Assistance From Pertinent Government Agencies
(in alphabetical order)

DEPARTMENT OF AGRICULTURE (DA)

- Through the National Agriculture and Fisheries Council, to provide financial assistance in the amount of ₱ 7 million to finance the construction of a greenhouse, cold storage and for the trucking and transportation requirements of "FLORIKULTURA '98".
- Through the Bureau of Plant Industry (BPI) and the Plant Quarantine Office (PQO):
 - a. to facilitate the speedy release of import documents and exhibit materials from other countries and fully cooperate with the NOC to ensure adherence to the requirements of the BIE on the importation and re-exportation of exhibit materials
 - b. to appoint a permanent representative (of no less than a Division Chief level) to the Shipment and Documentation Committee who shall assist the NOC in the importation of plants for exhibit
 - c. to set up a satellite office at the Philippine Christmas Village to conduct on-site inspection of exhibit materials
 - d. to waive the payment of Quarantine Inspection fees and other applicable fees on all incoming exhibit materials from other countries; except those specified for sale.
- To build irrigation lines and sprinkler systems at the Festival venue.
- To donate a movable containerized cold storage type van for perishable products to be used not only during the exhibition, but as storage center for cutflowers, vegetables, fruits and planting materials for traders and producers in Pampanga and nearby provinces.
- Coordinate with the National Organizing Committee (NOC) and the Federation of Cutflowers and Ornamental Plant Growers of the Philippines (FCOPGP) the holding of relevant trade exhibits to coincide

with "FLORIKULTURA '98", e.g. Agri-Link, exhibits of industrial crops by the National Agriculture and Fisheries Council (NAFC), etc.

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES (DENR)

- To facilitate the issuance of CITES permits and clearances of plants sold and exhibited in the show.
- To appoint a permanent representative (of no less than the DENR Regional Director for Region III) to the Site Development Committee
- To authorize the cutting and/or transfer of trees in the 5-hectare forest park located at the Philippine Christmas Village; and to provide the necessary manpower and equipment to implement the same.
- To donate a reasonable quantity of wooden planks to the NOC to be used for the construction of the pool deck at the Philippine Christmas Village.
- To donate full-grown trees to the NOC.
- To mount a photo exhibit of special trees during the festival

DEPARTMENT OF FINANCE (DOF)

- To facilitate the entry and passage of all other exhibit materials (over and above the horticulture materials) from all over the world, including printed documents, giveaways and other paraphernalia, to be used during the Festival.
- Through the Bureau of Customs (BOC):
 - a. to set up a satellite customs office at the Philippine Village for the duration of the event;
 - b. to exempt exhibitors from payment of custom duties, taxes, cash, other forms of bond and all other charges for exhibition plants and materials except those that will be sold;
 - c. to waive the re-exportation requirement for plant products and other perishable items for exhibit;

- d. to exempt the "FLORIKULTURA '98" NOC from payment of customs duties and taxes for one (1) clamshell tent for use at the Festival site to house the ornamental exhibits. Such tent shall be donated to the DOT after the close of the Festival; and
- e. to appoint a permanent representative (of no less than a Division Chief level) to the Shipment and Documentation Committee

DEPARTMENT OF FOREIGN AFFAIRS (DFA)

- To facilitate the issuance of visas to all foreign exhibitors, buyers and guests.
- To assist in the protocular requirements of the Festival, if any.
- To direct its Embassies and Consulates abroad to actively campaign and follow-up on the participation of foreign countries, international organizations and other entities.

DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS (DPWH)

- To undertake the groundwork necessary to prepare the exhibition site and to provide manpower and equipment for the following scope of work:
 - backfilling
 - site grading
 - construction of 2-lane asphalt access roads
 - construction of drainage and canals
 - realignment of the entrance road to the Philippine Christmas Village
 - construction of a lagoon
- To improve all roads leading to the Philippine Christmas Village in San Fernando, Pampanga in coordination with the provincial and local governments of Pampanga.
- To allow the opening of a portion of the Philippine Christmas Village perimeter fence along the North Diversion road for a gasoline station. Proposed station will open in time for "FLORIKULTURA '98" and will service the needs of visitors and guests of the Philippine Christmas Village.

- To appoint a permanent representative (of no less than the DPWH Regional Director for Region III) to the Site Development Committee.

DEPARTMENT OF TRADE AND INDUSTRY (DTI)

- Through the Bureau of Trade Promotions, to disseminate information on this event and to actively campaign for local exhibitors and buyers to register for the Festival.
- To direct the DTI Trade Attaches abroad to disseminate information on this event and to actively campaign for exhibitors and buyers to register for the Festival.
- Through the Center for International Trade, Expositions and Missions (CITEM), to organize incoming trade missions during the Festival.
- Through the Philippine Trade and Training Center (PTTC), to assign the facilitators to the international symposium, and to the various seminars and workshops scheduled during the Festival.
- Through the Philippine Shippers Bureau (PSB), to set-up an office at the Philippine Christmas Village to help out in the facilitation and release of documents and exhibit materials for "FLORIKULTURA '98" and to supervise and monitor the official forwarder in the effective discharge of its functions.

DEPARTMENT OF TRANSPORTATION AND COMMUNICATIONS (DOTC)

- Through the Civil Aeronautics Board (CAB), to allow direct international and domestic flights (commercial and cargo shipments) to and from the Clark International Airport to facilitate access to the Philippine Christmas Village in coordination with the Clark Development Corporation (CDC) and the Ninoy Aquino International Airport (NAIA).

NATIONAL ELECTRIFICATION AUTHORITY (NEA)

- To donate a reasonable quantity of wooden electrical posts which can be used for the construction and decoration of booths at the Festival.

DEPARTMENT OF BUDGET AND MANAGEMENT (DBM)

- To facilitate the timely release of funds allocated for the project
- To advise the NOC on possible sources of funds for "FLORIKULTURA '98"
- To advise the NOC about the proper handling and disbursement of funds relating to the exhibition.

CLARK DEVELOPMENT CORPORATION (CDC)

- To extend assistance to the NOC in facilitating entry/exit of all international and domestic shipments from the Clark International Airport to the festival site.
- To authorize the official Forwarding Agent of the Festival to use the Clark International Airport as base of their operations.
- To appoint a permanent representative (of no less than the DPWH Regional Director for Region III) to the Site Development Committee.

GOVERNOR OF PAMPANGA AND MAYOR OF SAN FERNANDO, PAMPANGA

(in coordination with other local and government officials)

- To assist in the improvement of provincial roads, specifically those leading to the Festival site
- To implement the beautification and cleanliness campaign in Pampanga.
- To ensure that major sight-seeing areas in Pampanga are upgraded.
- To provide shuttle services to the Philippine Christmas Village for visitors coming from Pampanga.
- To ensure the safety and security of the buyers and guests for the duration of the project.
- To devise a comprehensive traffic management plan for the Philippine Christmas Village and implement the same for the duration of the Festival.

PHILIPPINE CHRISTMAS VILLAGE FOUNDATION (PCVF)

- To extend assistance to the NOC in implementing the site development plans for "FLORIKULTURA '98" at the Philippine Christmas Village
- To closely coordinate with the concerned local government units in Pampanga for the delivery of basic government services (i.e. improvement of roads, beautification and cleanliness campaign, safety and security of exhibitors/buyers, etc.)
- To oversee and manage the food and beverage concessionaires at the Philippine Christmas Village.
- To assist the NOC in the solicitation of funds for this project, specifically for the renovation/construction of Food and beverage outlets, and the renovation of the interiors of the Pavilion.
- To coordinate with the Philippine Tourism Authority (PTA), DPWH and other entities for the speedy construction/renovation of the following outlets within the Philippine Christmas Village:
 - Hotel
 - Gas Station
 - F&B Outlets (Patio Restaurant)
 - Plenary Hall (Star Pavilion)
 - Comfort rooms
- To coordinate with DENR regarding the cutting and transfer of trees from the forest park to the Philippine Christmas Village.

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