

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
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I. 8TH ANNUAL U.S. INDEPENDENCE DAY CHARITY GOLF TOURNAMENT

<p>Inclusive Dates: 04 July 2017 Venue: The Orchard Golf and Country Club Nature of Activity: Others - Hole Sponsor</p> <p>Short Description: The United States Embassy Club (USEC) with the United States Embassy Golf Club (USECGC) is sponsoring the 8th Annual U.S. Independence Day Charity Golf Tournament on 04 July 2017 to be held at The Orchard Golf and Country Club. 100% of the proceeds from the tournament will go to local charities and scholarships. The USEC is a charitable giving and volunteer organization made up of US Embassy Manila employees and their family members. USEC began more than 45 years ago as a social organization, but evolved into a volunteer club dedicated to improving the lives of women and children in the Philippines. USEC does not receive any government funding.</p>	<p align="center">Sponsorship</p>	<p align="center">Complete</p>
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II. SEOM 3/48

<p>Inclusive Dates: 04 July 2017 to 07 July 2017 Venue: Raddisson Blu, Cebu City</p>		<p align="center">Complete</p>
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<p>Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The Senior Economic Officials' Meeting dinner reception as hosted by the Department of Trade and Industry on 06 July 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
III. ARPHI ELECTRONICS PVT LTD INCENTIVE GROUP		
<p>Inclusive Dates: 05 July 2017 to 08 July 2017 Venue: The Heritage Hotel Manila Nature of Activity: Incentive Trip</p> <p>Short Description: Kesari MICE organized an incentive trip for the 40 employees of the Arphi Electronics Pvt Ltd. The group visited the Philippines last 05-08 July 2017 and stayed at the Heritage Hotel Manila for 4days and 3 nights.</p> <p>Approved Assistance: Airport Reception at NAIA and provision of giveaways for 40 pax.</p>	40 foreign participant	Complete

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IV. 35TH SENIOR OFFICIALS MEETING ON ENERGY (SOME) AND ASSOCIATED MEETINGS

<p>Inclusive Dates: 16 July 2017 to 19 July 2017 Venue: Blue Leaf Filipinas, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 35th Senior Officials Meeting on Energy (SOME) and Associated Meetings dinner reception as hosted by the Department of Energy on 18 July 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	250 participant	Complete
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V. ASEAN SENIOR OFFICIALS ON THE ENVIRONMENT MEETING AND RELATIVE MEETINGS

<p>Inclusive Dates: 25 July 2017 to 28 July 2017 Venue: Blue Leaf Filipinas, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p>	250 participant	Complete
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<p>Short Description: The ASEAN Senior Officials on the Environment Meeting and Related Meetings dinner reception as hosted by the Department of Natural Resources and Environment on 27 July 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
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VI. 32ND MEETING ON THE HIGH-LEVEL TASK FORCE ON ASEAN ECONOMIC INTEGRATION (HLTF-EI)

<p>Inclusive Dates: 30 July 2017 to 01 August 2017 Venue: Makati Diamond Residences Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 32nd Meeting on the High-Level Task Force on ASEAN Economic Integration (HLTF-EI) dinner reception as hosted by the Department of Trade and Industry on 01 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	55 participant	Complete
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VII. SENIOR OFFICIALS FOR THE 50TH ASEAN MINISTERIAL MEETING

<p>Inclusive Dates: 31 July 2017 to 02 August 2017 Venue: Blue Leaf Filipinas, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The Senior Officials for the 50th ASEAN Ministerial Meeting dinner reception is a series of back to back receptions leading up to the celebration of the 50th Anniversary of ASEAN as hosted by the Department of Foreign Affairs on 02 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	160 participant	Complete
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VIII. SPECIAL MEETING OF ASEAN INTERGOVERNMENTAL COMMISSION ON HUMAN RIGHTS (AICHR) AND INTERFACE WITH AMM

<p>Inclusive Dates: 31 July 2017 to 03 August 2017 Venue: Marble Hall, Ayuntamiento Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p>	96 participant	Complete
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3RD QUARTER 2017

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<p>Short Description: The Special Meeting of ASEAN Intergovernmental Commission on Human Rights (AICHR) and interface with AMM dinner reception is a series of back to back receptions leading up to the celebration of the 50th Anniversary of ASEAN as hosted by the Department of Foreign Affairs on 03 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
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IX. 50TH ASEAN MINISTERS MEETING (AMM) AND POST-MINISTERIAL CONFERENCES

<p>Inclusive Dates: 31 July 2017 to 04 August 2017 Venue: Sofitel Grand Ballroom, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 50th ASEAN Ministers Meeting (AMM) and Post-Ministerial Conferences dinner reception is a series of back to back receptions leading up to the celebration of the 50th Anniversary of ASEAN as hosted by the Department of Foreign Affairs on 02 August 2017. The project managers aided in the</p>	96participant	Complete
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<p>conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
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X. 50TH ASEAN MINISTERS MEETING (AMM) GALA DINNER

<p>Inclusive Dates: 31 July 2017 to 06 August 2017 Venue: SM Mall of Asia Arena Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 50th ASEAN Ministers Meeting (AMM) Gala Dinner gala dinner reception is a series of back to back receptions leading up to the celebration of the 50th Anniversary of ASEAN as hosted by the Department of Foreign Affairs on 06 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">1,700 participant</p>	<p align="center">Complete</p>
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XI. THE HOTEL SHOW PHILIPPINES

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<p>Inclusive Dates: 02 August 2017 to 05 August 2017 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: PEPTarsus Corp. brought to the Philippines one of the leading hospitality expos in the world – The Hotel Show.</p> <p>The Hotel Show Philippines is a collaboration between DMG Events and PepTarsus Corp.</p> <p>The event targets Architects, Interior Designers, Facilities Managers, Chefs, Restaurant Managers and many more decision makers within the industry.</p> <p>TPB's assistance: provision of cultural entertainment and promotional materials and giveaways</p>		<p align="center">Complete</p>
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<p>XII. SOC-COM, COORDINATING CONFERENCE ON THE ASEAN SOCIO-CULTURAL RETREAT</p>		
<p>Inclusive Dates: 11 August 2017 to 14 August 2017 Venue: Marble Hall, Ayuntamiento</p>	<p align="center">100 participants</p>	<p align="center">Complete</p>

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<p>Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: SOC-COM, Coordinating Conference on the ASEAN Socio-Cultural Retreat dinner reception as hosted by the Department of Social Welfare and Development on 13 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p>XIII. ASEAN HIGH-LEVEL CONFERENCE ON SOCIAL PROTECTION</p>		
<p>Inclusive Dates: 14 August 2017 to 17 August 2017 Venue: Sunset Pavilion, Sofitel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN High-Level Conference on Social Protection dinner reception as hosted by the Department of Social Welfare and Development on 16 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the</p>	<p align="center">150 participants</p>	<p align="center">Complete</p>

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3RD QUARTER 2017

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procurement of the Production House and conducted several coordination meetings with the host agencies.		
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XIV. ADVENTIST-LAYMEN’S SERVICES & INDUSTRIES (ASI) ASIA PACIFIC CONVENTION 2017

<p>Inclusive Dates: 16 August 2017 to 20 August 2017 Venue: Waterfront Insular Hotel, Davao City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: As a yearly gathering of Seventh-day Adventist professionals, the ASI Asia Pacific Convention 2017 convenes its members from the 14 countries of its Asia Pacific cluster. The event is alternately hosted by its member countries. As this year’s host, the Philippines chose Davao to be the official venue of the convention. It was attended by 400 delegates from 16 countries. The convention is focused on spiritual / motivational messages, business sessions and seminars, business matching and business plan competition from the youth and fellowships.</p> <p>Approved Assistance: <ul style="list-style-type: none"> • Airport Reception with welcome lei and street dancers (c/o DOT Region XI) • Giveaways for delegates’ kits (Omnibus Primer Brochure, IMFITP Cacha Bag, Ballpen and Notebook—400 pcs each) </p>	400 foreign participants	Complete
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3RD QUARTER 2017**

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<ul style="list-style-type: none"> • Cultural Show Entertainment during the Opening Night and Welcome Dinner on 16 August 2017 		
<p>XV. ASEAN TELSOM-ATRC RETREAT FOR 2017</p>		
<p>Inclusive Dates: 22 August 2017 to 25 August 2017 Venue: Marriott Grand Ballroom Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN TELSOM-ATRC Retreat for 2017 dinner reception as hosted by the Department of Information and Communication Technology on 23 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.cies.</p>	<p align="center">220 participants</p>	<p align="center">Complete</p>
<p>XVI. IBPAP HR SUMMIT 2017</p>		
<p>Inclusive Dates: 23 August 2017 to 24 August 2017</p>		<p align="center">Complete</p>

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<p>Venue: Marriott Hotel Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The IBPAP HR Summit is an educational and networking event which brings together HR practitioners, company decision makers, managers and executives from the BPO and IT industry. It aims to discuss the latest trends and developments in HR practice for the Philippine IT/BPM industry. The said event is organized by U-Travel Services and IT & Business Process Association (IBPAP) and scheduled on 23 to 24 August 2017 at the Marriott Hotel Manila. More than 500 local delegates are expected to attend the Summit.</p>		
XVII. SPECIAL ASEAN LABOR MINISTERS' RETREAT		
<p>Inclusive Dates: 23 August 2017 to 26 August 2017 Venue: Blue Leaf Filipinas Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The Special ASEAN Labor Ministers' Retreat dinner reception as hosted by the Department of Labor and employment on 25 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the</p>	80 participants	Complete

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reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.		
XVIII. 22ND MEETING OF THE ASEAN -CHINA JOINT WORKING GROUP (JWG) ON THE IMPLEMENTATION OF THE DECLARATION ON THE CONDUCT OF PARTIES IN THE SOUTH CHINA SEA		
<p>Inclusive Dates: 27 August 2017 to 30 August 2017 Venue: Function Room 5, SMX Convention Center Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 22nd Meeting of the ASEAN-China Joint Working Group (JWG) on the implementation of the declaration on the conduct of parties in the South China sea dinner reception as hosted by the Department of Foreign Affairs on 29 August 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	80 participants	Complete
XIX. ASEAN WOMEN'S BUSINESS CONFERENCE		

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<p>Inclusive Dates: 28 August 2017 to 31 August 2017 Venue: Meeting Room 1, Philippine International Convention Center Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN Women's Business Conference dinner reception as hosted by the Department of Trade and Industry and in partnership with the Philippine Commission on Women on 31 August 2017. This dinner reception also showcased the Great Women Awarding night that was spearheaded by the PCW. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies</p>	<p align="center">250 participants</p>	<p align="center">Complete</p>
<p>XX. 49TH ASEAN ECONOMIC MINISTERS' (AEM) MEETING AND RELATED MEETINGS</p>		
<p>Inclusive Dates: 07 September 2017 to 10 September 2017 Venue: Function Room 5, SMX Convention Center Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description:</p>	<p align="center">450 participants</p>	<p align="center">Complete</p>

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3RD QUARTER 2017

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<p>The 49th ASEAN Economic Ministers' (AEM) Meeting and Related Meetings dinner reception as hosted by the Department of Trade and Industry on 09 September 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
XXI. 26TH PHILIPPINES-KOREA CULTURAL EXCHANGE FESTIVAL		
<p>Inclusive Dates: 09 September 2017 Venue: Aliw Theater, CCP Complex, C. Sotto Street, Pasay City Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The United Korean Community Association was first formed in 1967 to assist Korean nationals in the Philippines in terms of living and adjusting in the Philippines, to provide support through compatriot familiarity and to mediate affairs among the Koreans and with the Filipinos. It has later on been incorporated as United Korean Community Association Inc. to formally represent Korean community and to develop better cooperation and mutual benefits.</p>		Complete

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<p>The 26th Philippines-Korea Cultural Exchange Festival is an annual celebration of friendship to strengthen and promote Filipino - Korean unity through performances in different arts and display of skills in cultural exchange competition.</p> <p>Under the theme “Road: We Go Together,” the festival celebrated the strong ties between the Philippines and South Korea.</p> <p>The festival had two parts. The first part was the annual talent competition hosted by Sam Oh and Richard Hwan. Filipino contestant either sang or danced in Korean while Korean participants performed in Filipino.</p> <p>For the second part, performances were the highlight of the main program. The Busan National Gugak Team and Serotonin showcased traditional Korean performances. Ballet Manila represented the Philippines while K-pop boy band offroad also performed.</p> <p>UKCA hosted and organized this year’s festival together with the National Commission for Culture and the Arts (NCCA) and KCC Philippines, and supported by the Korean Embassy in the Philippines and the Tourism Promotions Board.</p> <p>For TPB’s participation in the event, UKCA provided a 2x2 booth space in the exhibit area. TPB conducted a raffle draw in the booth the day which</p>		

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3RD QUARTER 2017

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<p>attracted a lot of attendees, both Filipino and Koreans. Prizes included in the Raffle Draw were TPB/It's More Fun in the Philippines promotional materials like ballpens, bag tags and catcha bags; while the major prize were travel wallets which were also a big hit on the attendees.</p> <p>Don-Jun Risingmaster Tours Corporation/Landmaster also joined TPB in the booth. They prepared marketing materials like brochures which were given to the Korean attendees of the event.</p>		
<p>XXII. 27TH CONGRESS OF EUROPEAN RESPIRATORY SOCIETY (ERS)</p>		
<p>Inclusive Dates: 09 September 2017 to 13 September 2017 Venue: Milan, Italy Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The ERS International Congress 2017 was held in Milan, Italy. The event offered an amazing opportunity to clinicians, respiratory scientists and allied healthcare professionals from all over the world. The congress aims at featuring the latest advancements in clinical management, the best researches carried out on respiratory diseases, symposia, cutting edge lecture sessions and workshops for the benefit of the participants.</p>		<p>Complete</p>

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3RD QUARTER 2017

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<p>Members and delegates of the congress got a chance to connect with peers coming from different parts of the globe to share, discuss experiences and debate on various approaches to work towards a better future for respiratory health.</p> <p>TPB's assistance: provision of promotional materials</p>		
XXIII. 23RD SOCA MEETING AND 18TH ASEAN SOCIO-CULTURAL COMMUNITY (ASCC) COUNCIL MEETING		
<p>Inclusive Dates: 11 September 2017 to 14 September 2017 Venue: Sampaguita Ballroom, Taal Vista Hotel, Tagaytay Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 23rd SOCA Meeting and 18th ASEAN Socio-Cultural Community (ASCC) Council Meeting dinner reception as hosted by the Department of Social Welfare and Development on 13 September 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	150 participants	Complete

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XXIV. ASIAN FOOD AND AGRIBUSINESS CONFERENCE: ENHANCING EXPORTS OF ORGANIC PRODUCTS		
<p>Inclusive Dates: 13 September 2017 to 15 September 2017 Venue: DAP Conference Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The conference is a project of the Development Academy of the Philippines in partnership with the Asian Productivity Organization (APO). It expects the attendance of 36 international participants from 18 APO member countries.</p> <p>Approved Assistance: • Airport Reception and Facilitation for the 36 foreign delegates • Provision of promotional materials: - Travel Wallet with Organizer (36 pcs) - TPB Notebook and Ballpoint Pens (36 pcs each) - Catcha bag (36 pcs)</p>	<p>36 Foreign and 55 Local Participants</p>	<p>Complete</p>
XXV. 2ND SPECIAL ASEAN MINISTERIAL MEETING ON THE RISE OF RADICALISATION AND VIOLENT EXTREMISM (SAMRRVE)		
<p>Inclusive Dates: 17 September 2017 to 22 September 2017 Venue: Blue Leaf Filipinas, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p>	<p>450 participants</p>	<p>Complete</p>

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3RD QUARTER 2017**

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<p>Short Description: The 2nd Special ASEAN Ministerial Meeting on the Rise of Radicalization and Violent Extremism (SAMMRRVE) dinner reception as hosted by the Philippine Center on Transnational Crime on 21 September 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p>XXVI. 11TH ASEAN MINISTERIAL MEETING ON TRANSNATIONAL CRIME AND RELATED MEETINGS; PREP SOMTC FOR THE 11TH AMMTC</p>		
<p>Inclusive Dates: 17 September 2017 to 22 September 2017 Venue: Marriott Grand Ballroom, Pasay City Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 11th ASEAN Ministerial Meeting on Transnational Crime and Related Meetings; Prep SOMTC for the 11th AMMTC dinner reception as hosted by the Philippine Center on Transnational Crime on 19 September 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the</p>	<p align="center">450 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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procurement of the Production House and conducted several coordination meetings with the host agencies.		
XXVII. EMIRATES AIR MICE AGENTS FAM TRIP		
<p>Inclusive Dates: 17 September 2017 to 23 September 2017 Venue: Cebu, Bohol, Clark, Laguna and Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Travelexperts Inc., in partnership with Emirates Air, organized a familiarization trip for Turkish MICE Agents on 17-23 September 2017 in Cebu, Bohol, Clark, Pagsanjan Laguna and Manila. Emirates Air sponsored the international roundtrip tickets of the participants. The objective of this trip is to create an impression in the Turkish market that the Philippines is one of the top destinations for incentive travel, as well as for conferences and meetings.</p> <p>The trip also present an insight of the Philippines' latest infrastructure, facilities and capabilities and government support as well as incentives available to incentive travel planners, corporate meeting organizers and other MICE buyers. Further, it aims to increase the number of conferences,</p>	10 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>corporate meetings and incentive travel groups from Mediterranean and European region.</p> <p>TPB 's assistance: Airport facilitation and welcome lei reception, provision of promotional materials and partial hosting of the tour programme</p>		
XXVIII. KALIKASAN GP3 EXPO CONFERENCE		
<p>Inclusive Dates: 19 September 2017 to 23 September 2017 Venue: SMX Convention Center Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: As a biennial advocacy of the PCEPSDI, the KGP3 Expo Conference 2017 aims to promote sustainable consumption and protection (SCP) to develop green growth in the country. For more than 10 years, the conference has also served as a continuing platform for information dissemination, identification and presentation of best practices, and sharing of knowledge and experience on approaches and strategies for achieving a green economy.</p> <p>Approved Assistance: • Airport Reception with welcome lei • Giveaways for delegates' kits (Omnibus Primer Brochure, IMFITP Cacha Bag, Ballpen and Notebook—400 pcs each) • Giveaways for VIPs / Speakers (20 pcs each)</p>	<p>35 Foreign and 400 Local Participants</p>	<p>Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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XXIX. ASEAN BLOGGER'S TRIP		
<p>Inclusive Dates: 22 September 2017 to 25 September 2017 Venue: Manila and Bohol Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: As part of the ASEAN Blogger's Trip, selected international bloggers from Italy, US and Australia will be participating fam trip in Manila and Bohol on 22 – 25 September 2017. The trip aims to explore, feature and further promote Philippine destinations and experience, with mention of the ASEAN campaign through their social media accounts.</p> <p>TPB recommends the provision of the following:</p> <ul style="list-style-type: none"> •Airport reception and facilitation •Giveaways and promotional materials 		Complete

XXX. MANILA TOUR OF MR. ANTHONY TOZZI		
<p>Inclusive Dates: 22 September 2017 to 26 September 2017 Venue: Manila and Corrigedor</p>	1 participant	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Mr. Anthony Tozzi of 4 Seasons Travel, a travel and tour operator from Illinois, USA, has scheduled a tour of the Philippines as a result of the Roadshow in the US last May to June 2017. To that effect, he has planned a visit to the Philippines, specifically Cebu, Zamboanga City and Manila to check on the tourist destinations. He is considering Philippines to be one of his destinations for his travel clients.</p>		
XXXI. 35TH ASEAN MINISTERS ON ENERGY MEETING (AMEM) AND ASSOCIATED MEETINGS		
<p>Inclusive Dates: 25 September 2017 to 29 September 2017 Venue: Function Room 5, SMX Convention Center Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 35th ASEAN Ministers on Energy Meeting (AMEM) and Associated Meetings dinner reception as hosted by the Department of Energy on 27 September 2017. This also included the awarding of 60 pax in the Energy Awards as coordinated with the DOE. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the</p>	700 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.		
XXXII. ASEAN REGION TRAINING IN VERY LARGE SCALE INTEGRATION (VLSI) DESIGN		
<p>Inclusive Dates: 25 September 2017 to 29 September 2017 Venue: National Engineering Center, University of the Philippines Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The five (5)-day VLSI training aims to introduce the participants to fundamental concepts in digital integrated circuit design with the use of industry-standard Electronic Design Automation (EDA) tools. Further, the training was also an opportunity for participants to gain the fundamentals of digital system design from specifications to logic circuit implementation and layout.</p> <p>Approved Assistance: • Provision of promotional materials and tokens to the 30 foreign delegates—Omnibus Primer Brochure, IMFITP Leatherette Kit Folder, TPB Notebook, Ballpoint Pen, and Lanyard (30 pcs each) • Provision of tokens to five (5) speakers—TPB Notebook Leather Cover with gift box and TPB Notebook (5 pcs each)</p>	30 Foreign	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>XXXIII. INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA (IT&CMA) 2017</p>		
<p>Inclusive Dates: 26 September 2017 to 26 September 2017 Venue: Bangkok Convention Centre at Central World, Bangkok Thailand Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The Incentive Travel & Conventions, Meetings Asia (IT&CMA) has established itself as the leading tradeshow for the international Meetings, Incentives, Conventions and Exhibitions (MICE) industry in Asia Pacific. It likewise provides a platform for education and networking among industry players and stakeholders in the region.</p> <p>Delegates to the three-day event receive the best return on their investment through structured business appointments, exhibition showcase, seminar sessions and official networking functions and tours.</p> <p>Last year, the 24th IT&CMA was attended by more than 1,000 delegates from USA, Europe and Asia Pacific and recorded over 14, 000 business appointments between the 732 exhibitors and 342 MICE international buyers from 49 territories (36% International and 64% Asia Pacific). Last year, the Philippine delegation had a total of 480 one-on-one business appointments.</p>	<p align="center">25 participant</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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For 2017, a targeted 400 international buyers from both MICE and corporate travel industries are expected to attend IT&CMA 2017. Our participation in IT&CMA aims to enhance business relations with international buyers and firm up previously gathered business leads.		
XXXIV. 25TH ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC) ANNUAL CONFERENCE		
<p>Inclusive Dates: 27 September 2017 to 29 September 2017</p> <p>Venue: Miriam College, Quezon City</p> <p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The AMIC Annual Conference is the premier event on Asian media. It attracts eminent international speakers and participants from the media industry as well as those from the field of academics. It expects the attendance of 400 participants (to include 50-100 foreign delegates), mostly academicians, media industry professionals, government information officers, policy makers, regulators, independent consultants and students, from the Asia Pacific region.</p> <p>TPB recommends the provision of the following:</p> <ul style="list-style-type: none"> •PM snacks for 300 conference delegates 		Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<ul style="list-style-type: none"> •VIP Giveaways •Airport reception and facilitation 		
<p>XXXV. 12TH ASEAN INTERNATIONAL BARTENDING CHAMPIONSHIP</p>		
<p>Inclusive Dates: 29 September 2017 Venue: Sofitel Philippine Plaza Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The AHRA Bartending Championship events have always been supported by tourism bodies in the host countries as these events are being organized to represent the best of the country’s bartending skills.</p> <p>The competition was participated by the 10 countries from the ASEAN region, including the Philippines.</p> <p>In 2009, with the support of the DOT, the Philippines, through HRAP hosted the Bartending Championship. This year, HRAP has been selected to host the Championship once again and requested the TPB to be the major partner of this event.</p>		<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>TPB's assistance: financial sponsorship to shoulder partially the delegates lunch on 29 September 2017</p>		
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MARKETING AND COMMUNICATIONS

I. MEDIA SALO-SALO CONDUCTED BY DOT

<p>Inclusive Dates: 01 July 2017 to 31 July 2017 Venue: Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from Tourism Regulation Coordination and Resource Generation office of Asec. Maria Lourdez Japson, requested promotional items to be distributed to their media partners. In realization of DOT promotional mileage in developing a Media Salo-Salo which was conducted twice in every month participated by their media partners. Tourism Promotions Board supported by giving of the following promotional giveaways: 40 pcs each kind of Leatherette kit folder and Toiletries kit assorted colors.</p>		<p align="center">Completed</p>
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II. PHILIPPINE BUSINESS MISSION TO TAIWAN (LOGO)

		<p align="center">Completed</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 03 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Official promotional materials such as brochures, maps, posters and standee/banners will be produced in Mandarin language for the Taiwan consumers and travel agents. Although DOT Taiwan website contains e-brochures that consumers can print out, printed materials is still necessary for distribution to consumers, especially during official's participation to travel fairs, sales presentation and for distribution to our partner agents for their clients. In in-line with this creative made a Mandarin version for the It's more fun logo.</p>		
<p>III. EXPEDIA DIGITAL CAMPAIGN</p>		
<p>Inclusive Dates: 04 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Expedia Media request of Philippine beaches, adventure, UNESCO Sites and others for their website.</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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IV. MATTA FAMILIARIZATION TOUR

<p>Inclusive Dates: 04 July 2017 to 05 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of Coron Shipwreck photos to be used in Malaysian Association of Tour and Travel Agents (MATTA) in partnership with the Malaysian Tourism Promotions board that helps organize conventions and seminars to promote the tourism industry in Malaysia and the Philippines as well.</p>		Completed
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V. CEBU TRAVEL EXCHANGE 2017

<p>Inclusive Dates: 05 July 2017 Venue: Ayala Center, Cebu, Philippines Nature of Activity: Others - Print Ad: "PRINT_ANAK2017"</p> <p>Short Description: On its third season, the Cebu Travel Exchange (CTX) will take center stage this coming July 12, 2017. This premier event gathers buyers (foreign, Philippine Corporate and VISMIN tour operators) and pairs them with Philippine sellers to an afternoon exploring business opportunities. CTX is</p>		Completed
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ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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one of the leading tourism networking event in the region. TPB provided a print ad of "Anak" to be inserted in the CTX Official Guidemaps.		
VI. PHILIPPINE INTERNATIONAL HALAL CONFERENCE		
<p>Inclusive Dates: 05 July 2017 Venue: Manila Nature of Activity: Others - Print Ad</p> <p>Short Description: The 1st Philippine International Halal Conference will tackle topics on global Halal market outlook for food, non-food and services; market regulations and requirements, unlocking opportunities of Halal products and services in non-Islamic countries, program on Muslim-friendly tourism and government initiatives and private sectors perspectives on the Philippine Halal ecosystem and others. TPB provided a print ad of Manila to be printed at the back of the program book.</p>		Completed
VII. MITM TRAVEL FAIR 2017		
<p>Inclusive Dates: 05 July 2017 to 07 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		Completed

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Short Description: MITM Travel Fair is one of the most sought after travel fairs for the tour operators, national tourism organizations, travel trades and must attend by the consumers and tourism industry players in Malaysia. The request of Philippine tourism promotional videos will be showed in the said event to promote the Philippines as a major tourist destination.</p>		
VIII. ASIAN GEOGRAPHIC AND PRINT ADVERTISEMENT 2017		
<p>Inclusive Dates: 06 July 2017 to 10 July 2017 Venue: N/A Nature of Activity: Others - T-shirt design</p> <p>Short Description: Asian Geographic is a bi-monthly multi-award winning magazine which showcases the best that Asia has to offer. Not only beautiful and enticing with award-winning photography, the magazine covers a mix of culture, current affairs, social issues, and environmental concerns to encourage a positive understanding of issues faced in the region. Creatives design Ad Artwork with Dive Fiesta Ad with the size of (200mm x262mm) 3mm bleed for the said event.</p>		Completed

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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IX. 2ND ASEAN QUALIFICATIONS REFERENCE FRAMEWORK (AQRF)

<p>Inclusive Dates: 11 July 2017 to 13 July 2017 Venue: New World Hotel, Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: International Cooperation Office of Dep Ed, requested tourism promotional materials & giveaways as tokens for the coming 2nd ASEAN Qualifications Reference Framework (AQRF) committee meeting hosted by Philippines on July 11 to 13, 2017 at New World Hotel, Manila with a total of 70 delegates. TPB supported said request by giving of the following promotional items: 70 pcs each kind of Omnibus Primer brochures, Manila map brochures, Cacha bag (assorted designs), Notebook, Ballpen (Philippines textmark, and Garterized pen holder.</p>		<p align="center">Completed</p>
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X. UK DIVER MAGAZINE

<p>Inclusive Dates: 13 July 2017 to 17 August 2017 Venue: London Nature of Activity: Others - Advertorial</p> <p>Short Description:</p>		<p align="center">Completed</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Diver Magazine is Britain's No. 1 diving magazine, outselling all its competitors. It covers every aspect of the sport and has international following. Marcom provided a magazine spread with the Top 10 Dive Destinations in the Philippines as its topic.</p>		
<p>XI. CONDE NAST TRAVELLER MAGAZINE</p>		
<p>Inclusive Dates: 13 July 2017 to 22 August 2017 Venue: N/A Nature of Activity: Others - Advertorial</p> <p>Short Description: The Conde Nast Traveller is a luxury travel and lifestyle magazine with an upmarket readership aimed at high-end independent traveller. It is the highest circulating monthly travel glossy magazine in the UK. Creatives design 2 Ads for the Conde Nast Magazine for two issue with the size of (220 x 285 mm) for Sinulog and Palawan (Full Colors).</p>		<p align="center">Completed</p>
<p>XII. FAM TOUR IN INTRAMUROS</p>		
<p>Inclusive Dates: 16 July 2017 to 16 August 2017 Venue: Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Short Description: China Trust Bank Corporation (CTBC) Financial Management College Immersion Program Student and Professors Familiarization Tour in Intramuros Manila, for the first time on 16 July to August 16, 2017 as part of the Philippine government's New Go South Policy. Previous years said programs were held in Korea and Japan. Said request referred by DOT MDG and Tourism Promotions board supported by giving the following brochures and promotional giveaways: 15 pcs each kind of Manila map brochures, Corporate Tote bag and TPB Ballpen.</p>		
XIII. MITM TRAVEL FAIR 2017		
<p>Inclusive Dates: 18 July 2017 to 20 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: High resolution images request for press release / write up for the event.</p>		Completed
XIV. LET'S GO DANCE COMPETITION SEASON 2		
<p>Inclusive Dates: 19 July 2017 to 21 July 2017</p>		Completed

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Venue: Aliw Theater, Pasay City Nature of Activity: Others - Roll-up Banner</p> <p>Short Description: Tarpaulin and videos will be used as promotional material. Destination images (Bohol and Davao) will be shown in the background while speaker is in front.</p>		
<p>XV. 2017 TPB TEAM BUILDING'S BEAUTY CONTEST BACKDROP</p>		
<p>Inclusive Dates: 19 July 2017 to 24 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: One of the highlights of the team building activity is a beauty contest dubbed as "The Pambansang Beki". The themed backdrop is sized 16ft x 8ft.</p>		<p align="center">Completed</p>
<p>XVI. 2016 TPB ANNUAL REPORT</p>		
<p>Inclusive Dates: 20 July 2017 to 24 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Short Description: Photos of different destinations and activities of TPB necessary for the TPB 2016 Annual Report</p>		
<p>XVII. ASEAN PLUS THREE TOURISM YOUTH SUMMIT 2017</p>		
<p>Inclusive Dates: 21 July 2017 to 31 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of destination images without branding to be used in the production of collateral materials together with Thailand, for the use in the upcoming ASEAN Plus Three Tourism Youth Summit 2017</p>		<p align="center">Completed</p>
<p>XVIII. KULINARYA EVENT IN USA % PDOT SAN FRANCISCO</p>		
<p>Inclusive Dates: 25 July 2017 to 28 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description:</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Request of TPB food photos from Madrid Fusion, World Street Food Congress and other events that will be used as backdrop for the Kulinarya Event in San Francisco.</p>		
<p>XIX. IT & CMA 2017</p>		
<p>Inclusive Dates: 26 July 2017 to 31 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: The Incentive & Conventions, Meeting Asia (IT&CMA) has established itself as the leading tradeshow for the international Meetings, Conventions and Exhibitions (MICE) industry in Asia Pacific. It likewise provide a platform for education and networking among industry players and stakeholders in the region. Creative design for the Swivel USB Flash Drive with PHILIPPINE Logo and Tourism Promotions Board running text.</p>		<p align="center">Completed</p>
<p>XX. CORPORATE SOCIAL RESPONSIBILITY 2017</p>		
<p>Inclusive Dates: 26 July 2017 to 30 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>Short Description: CSR aims to create green and environmental awareness not only to its participants but also to destinations, tourism stakeholders and most importantly to future generations who will greatly benefit from this project. The CSR banner will be used in each leg (Batanes, Iloilo, Banaue and Laguna/Las Piñas). The banner has 2 sizes which are 3m x 2m and 3m x 1.2m.</p>		
<p>XXI. MALAYSIA INTERNATIONAL TRAVEL MART (MITM) TRAVEL FAIR 2017</p>		
<p>Inclusive Dates: 31 July 2017 to 03 August 2017 Venue: N/A Nature of Activity: Others - Booth Graphics</p> <p>Short Description: MITM Travel Fair is one of the most sought after travel fairs for the tour operators, national tourism organizations, travel trades and must attend by the consumers and tourism industry players. Destinations used for the booth graphics are Palawan, Boracay and Cebu.</p>		<p align="center">Completed</p>
<p>XXII. (YSEALI) GENERATION: ECOMMUNITY WORKSHOP</p>		
<p>Inclusive Dates: 31 July 2017 to 05 August 2017</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Venue: Hanoi, Vietnam Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Requested from NEDA referred by DOT Research Office, for Young Southeast Asian Leaders Initiative (YSEALI) Generation: Ecommunity Workshop in Hanoi, Vietnam held on July 31, 2017 to August 05, 2017 with Ms. Vanessa Candido of NEDA as one of the 80 selected young leaders to attend. Tourism Promotions board supported by giving the following 100 pcs each following items: Interim brochures, Omnibus Primer brochures, Illustrated map and TPB ballpen with "Philippines" text mark.</p>		
XXIII. PRESBYTERS' AND ITINERANTS' CONVENIENCE BISHOP'S GATHERING		
<p>Inclusive Dates: 31 July 2017 to 06 August 2017 Venue: Philippines Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from Neo Catechumenal Way Communities for their event on July 31 to August 06, 2017 for the gathering of Bishops and Priests for the so-called Presbyters' and Itinerants' Convenience. Tourism Promotions Boards gave 150 pcs Cacha bag to support the bishop's gathering.</p>		Completed

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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XXIV. GENEVA SWITZERLAND TOURISM CAMPAIGN		
<p>Inclusive Dates: 01 August 2017 to 31 August 2017 Venue: Geneva Switzerland Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Department of Foreign Affairs request promotional tourism brochures and giveaways to promote Philippine Embassy's permanent mission in Geneva Switzerland to continued efforts of DFA to promote Philippine tourism abroad. Missions to promote philippine tourism start on August 2017. Tourism Promotions Board supported by giving the following brochures and giveaways: 200 pcs each kind of Omnibus Primer brochures and Interim brochures, 100 pcs each kind of Manila, Cebu/Bohol & Palawan brochures and 15 kinds of destination posters.</p>		Completed
XXV. 19TH ANNIVERSARY OF FIESTA IN AMERICA		
<p>Inclusive Dates: 02 August 2017 to 04 August 2017 Venue: Meadowlands Expo Center, New Jersey, USA Nature of Activity: Others - Banner Ad</p> <p>Short Description:</p>		Completed

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3RD QUARTER 2017**

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<p>Fiesta in America is the biggest indoor expo and cultural show in the United States East Coast and will be in the Meadowlands Expo Center in New Jersey. Organizers are expecting around 8000 - 12000 Filipino-Americans and other consumers from seven east coast states to celebrate the milestone. Marcom provided a 15 feet long banner ad of "Anak"</p>		
<p>XXVI. M & C ASIA WEB AD (WEEKLY DIGEST 16 AUGUST 2017)</p>		
<p>Inclusive Dates: 02 August 2017 to 09 August 2017 Venue: N/A Nature of Activity: Others - Web banner Short Description: Creative design web banner with the size of (300w x 250h pixels). ASEAN Ad for the layout.</p>		<p align="center">Completed</p>
<p>XXVII. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT</p>		
<p>Inclusive Dates: 03 August 2017 to 09 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description:</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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Asian Geographic is a bi-monthly multi-award winning magazine which showcases the best that Asia has to offer. Not only beautiful and enticing with award-winning photography, the magazine covers a mix of culture, current affairs, social issues, and environmental concerns to encourage a positive understanding of issues faced in the region. For this issue, we featured Twin Lagoon, Coron, Palawan in a 200mm x 262mm size format.		
XXVIII. WEAVE CLOTH INFORMATION OF YAKAN, ABEL & BINAKUL DESIGN		
Inclusive Dates: 03 August 2017 to 09 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Weave Cloth Information of Yakan, Abel & Binakul designs, For additional promotions Tag will be place in every giveaways with the weave cloth design. Creative design tag full color size of (4w x5h inches).		Completed
XXIX. MATTA FAMILIARIZATION TOUR		
Inclusive Dates: 04 August 2017 to 07 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support		Completed

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Short Description: Request of Palawan destination photos to be used in Malaysian Association of Tour and Travel Agents (MATTA) in partnership with the Malaysian Tourism Promotions board that helps organize conventions and seminars to promote the tourism industry in Malaysia and the Philippines as well.</p>		
<p>XXX. CAEXPO 2017</p>		
<p>Inclusive Dates: 04 August 2017 to 09 August 2017 Venue: Philippines Nature of Activity: Others - Booth Graphics</p> <p>Short Description: CAEXPO is one of the key projects that form part of the Philippines-China Development Plan and is a major promotional platform that supports the country's ASEAN-China Free Trade Agreement. Marcom provided booth graphics with Aurora, Baler, Dumaguete and Cebu as back drops.</p>		<p align="center">Completed</p>
<p>XXXI. TRAVEL WEEKLY ASIA AND CHINA-SEPTEMBER-OCTOBER</p>		
<p>Inclusive Dates: 10 August 2017 to 24 August 2017 Venue: N/A</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Nature of Activity: Others - Print Ad</p> <p>Short Description: For 2017, Travel Weekly is proposing a marketing and advertising campaign plan to reinforce Philippines presence and awareness. The campaign also covers the promotion, education and update on Philippines latest developments, products, and activities among the Travel Trade within Asia Pacific and China. Creative design Print Ad using Boracay Ad in English & Chinese version, with the size of (265w x 348h mm). Web Banner same Ad and version with the size of (300w x 250h pixels).</p>		
XXXII. PHITEX 2017 EDUCATIONAL SEMINAR - SEMINAR KIT		
<p>Inclusive Dates: 14 August 2017 to 17 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: To be used for the PHITEX 2017 Educational Seminar and PHRDD's future trainings. Creative re layout the previous notepad with A5 size replace with the latest IMF logo.</p>		Completed
XXXIII. BUSINESS DEVELOPMENT LAYOUT		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 14 August 2017 to 25 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: PHITEX 2017 will be held on 30-31 August 2017 at SMX Convention Center. This government organized travel trade event host qualified international buyer delegates all over the world to participate in table-top business appointments with accredited Philippine tourism suppliers.</p> <p>Accordingly, the Business Development section arranged a strategy to generate its own promotion of products and designated area for those interested participants to discuss related matters. One avenue is to sell the available premium items such as pouches, bags and like. Marcom provided a signage titled "TPB Business Development Area" which will be placed in an A3 sized acrylic stand.</p>		<p align="center">Completed</p>
<p>XXXIV. DIVE FIESTA 2017 WEBSITE</p>		
<p>Inclusive Dates: 17 August 2017 to 22 August 2017 Venue: Philippines Nature of Activity: Logo / Photo / Video Support - Media requirements</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Short Description: In an effort to promote the Philippines as a premiere scuba diving destination, Dive Fiesta Philippines 2017 is being conceived as an hardline venture to directly attract international buyers of dive travel packages into business engagements with Philippine dive resorts and outfitters. Marcom provided photos to be used in the website and selected a web layout for the developers to work on it.</p>		
<p>XXXV. FESSAP 29TH SUMMER UNIVERSIADE IN TAIPEI</p>		
<p>Inclusive Dates: 19 August 2017 to 30 August 2017 Venue: Taipei City Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: FESSAP referred by Usec Bong Bengzon for 29th Summer Universiade in Taipei is a multi-sports events that features top University athletes from more than 185 countries participants, the event held on August 19-30,2017 at Taipei City. Tourism Promotions Board support the event by giving of the following items: 500 pcs each kind Interim brochures, Philippine Flaglets and TPB Ballpen with "Philippines" text mark.</p>		<p align="center">Completed</p>
<p>XXXVI. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT 2017</p>		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 23 August 2017 to 30 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Asian Geographic is a bi-monthly multi-award winning magazine which showcases the best that Asia has to offer. Not only beautiful and enticing with award-winning photography, the magazine covers a mix of culture, current affairs, social issues, and environmental concerns to encourage a positive understanding of issues faced in the region. Creatives design Ad Artwork with Apo Island Underwater scene with the size of (200mm x262mm) 3mm bleed for the said event.</p>		<p align="center">Completed</p>
<p>XXXVII. NEW YORK TIMES (ASIA, EUROPE AND US)</p>		
<p>Inclusive Dates: 23 August 2017 to 30 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: The US Digital campaign top states namely New York, Illinois and Los Angeles and will run from July to December 2017 through desktop billboards and mobile MREC (medium rectangle). This form of marketing strategy will target</p>		<p align="center">Completed</p>

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3RD QUARTER 2017**

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<p>family vacationers, international travelers and travelers to Asia. Digital campaign for US is expected to reach more than 2.2 million impressions. Billboard 970px x 250px - Palawan & IMF logo MREC 300px x 250px - "Anak" ad & IMF logo</p>		
<p>XXXVIII. PHITEX 2017</p>		
<p>Inclusive Dates: 23 August 2017 to 30 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: PHITEX 2017, PHITEX is a yearly event in cooperation with it SEMINAR also held during the event. Creative design Certificate of Participation half of A4 full color, Plaque of Appreciation logo is the full color and badges logo is the full color will be used during the event.</p>		<p align="center">Completed</p>
<p>XXXIX. M&C ASIA 12PP SUPPLEMENT BACK COVER AD</p>		
<p>Inclusive Dates: 24 August 2017 to 25 August 2017 Venue: N/A Nature of Activity: Others - Ad Placement</p>		<p align="center">Completed</p>

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<p>Short Description: TPB has an agreement with Northstar Media for the placement of MICE ads throughout 2017. Marcom used PRINT_DAVAOMICE2014 and PRINT_ANAK2017 with write-up as ads.</p>		
<p align="center">XL. PHILIPPINE TRAVEL MART 2017</p>		
<p>Inclusive Dates: 29 August 2017 to 03 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Request of photo and video coverage of the Philippine Travel Mart in SMX Convention Center.</p>		<p align="center">Completed</p>
<p align="center">XLI. DFA FOR AUSTRALIAN EMBASSY</p>		
<p>Inclusive Dates: 01 September 2017 to 30 September 2017 Venue: Australia Nature of Activity: Collateral Support - IMFITP 2017 campaign Short Description:</p>		<p align="center">Completed</p>

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3RD QUARTER 2017

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Department of Foreign Affairs requested tourism promotional brochures for tourism promotional campaign in Australia via DFA foreign counterparts. they requested 200 pcs each kind of the following items: Omnibus Primer brochures and Manila destination brochures to promote the philippine tourism destinations.		
XLII. PHILIPPINE CULTURAL COLLEGE		
Inclusive Dates: 01 September 2017 to 31 October 2017 Venue: Quezon City Campus Nature of Activity: Collateral Support - IMFITP 2017 campaign Short Description: Philippine Cultural college requested for their celebration as tourism month on September/October 2017 held in quezon city campus. Tourism Promotions Board supported the celebration by giving 100 pcs each of the following items: Omnibus Primer, Interim brochures and Poster 2nd edition.		Completed
XLIII. EMBASSY FESTIVAL		
Inclusive Dates: 02 September 2017 Venue: Netherlands Nature of Activity: Collateral Support - IMFITP 2017 campaign		Completed

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<p>Short Description: Philippine Embassy of Netherlands requested tourism promotional materials in connection with the Hague PE' upcoming at an annual Festival Called "Embassy Festival" organized by Municipality of The Hague to held on September 02, 2017. To promote Philippine tourism TPB supported their request by giving following promotional materials and giveaways: 200 pcs each kind Destination luggage tag, TPB ballpen, Cacha bag and 20 pcs White round neck shirts</p>		
<p>XLIV. IFTM TOPRESA BOOTH DESIGN</p>		
<p>Inclusive Dates: 04 September 2017 to 07 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of destination photos to be used in the Philippine booth of IFTM TopResa c/o DOT MDG</p>		<p align="center">Completed</p>
<p>XLV. PATA TRAVEL MART 2017 BOOTH GRAPHICS</p>		
<p>Inclusive Dates: 04 September 2017 to 07 September 2017</p>		<p align="center">Completed</p>

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3RD QUARTER 2017

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<p>Venue: Macau, Hong Kong Nature of Activity: Others - Booth Graphics</p> <p>Short Description: PATA Travel Mart (PTM) is the Association's signature event and Asia pacific premier travel trade show, featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their network and build or maintain existing relationships. Marcom provided Iloilo, Bohol and Palawan as graphics for the booth.</p>		
XLVI. 27TH RAMON MAGSAYSAY AWARDS PRESENTATION		
<p>Inclusive Dates: 05 September 2017 Venue: CCP Main Theater Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Ramon Magsaysay Foundation celebrated 27th Awards Presentation requested tourism promotional print items as souvenir to the participants. Tourism Promotions Board supported their presentation ceremonies by giving the following items: 15 pcs each of Omnibus Primer, Manila brochures, Boracay brochures, Cebu/Bohol brochures, 15 pcs cacha nags and 15 copies Best of the Best Coffee Table books.</p>		Completed

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3RD QUARTER 2017**

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XLVII. SHORT HOLIDAYS AND GETAWAYS WEBSITE

<p>Inclusive Dates: 06 September 2017 to 07 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of Boracay, Palawan and Cebu photos to be used in Short Holidays and Getaways website.</p>		<p align="center">Completed</p>
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XLVIII. LOYALTY AWARD 2017

<p>Inclusive Dates: 07 September 2017 to 18 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: This aims to give shirts to TPB personnel and Job Orders in relation to the celebration of the 117th CSC Anniversary Theme "Tugon sa Hamon ng Pagbabago: Malasakit ng Lingkod Bayani". The shirt is donned with a TPB logo and a statement that reads "Proud to be a Civil Servant".</p>		<p align="center">Completed</p>
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3RD QUARTER 2017**

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<p align="center">XLIX. NAT GEO TRAVELER AD PLACEMENT & MPU BANNER</p>		
<p>Inclusive Dates: 12 September 2017 to 18 September 2017 Venue: London Nature of Activity: Others - Print Ad & Web banners</p> <p>Short Description: We partnered with National Geographic Traveller Magazine & website to feature the Philippines. Marcom provided Cebu for the print ad. As for October web banner: Puerto Princesa, San Rafael & El Nido, Palawan. For November web banner: Banaue, Bicol, Palawan and Bohol.</p>		<p align="center">Completed</p>
<p align="center">L. OYSTER CARD WALLET FOR DIVERS' NIGHT</p>		
<p>Inclusive Dates: 13 September 2017 Venue: London Nature of Activity: Others - Wallet</p> <p>Short Description: Because a lot of people use Oyster Cards for commuting, distributing oyster card wallets will create more awareness as people who commute see it on the daily. With eye-catching pictures that they requested, we can be able to</p>		<p align="center">Completed</p>

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3RD QUARTER 2017

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catch the attention of the people. Marcom provided Pescador Island, Cebu as image for the card wallet.		
LI. INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA (IT&CMA)		
<p>Inclusive Dates: 13 September 2017 to 18 September 2017 Venue: N/A Nature of Activity: Others - T-shirt design</p> <p>Short Description: The Post-ITCMA Fam Tour aims to: Increase awareness on existing MICE offerings of the country, by providing an experiential tour of Manila, Cebu and Boracay/Coron, Generate immediate business for the Philippines DMCs/tour operators, destinations and MICE locators, Create a business link between local MICE suppliers and international buyers. Designed for the shirt is the doodles of Cebu, Boracay and Manila, as well as hashtags in relation to the event.</p>		Completed
LII. WALL STREET JOURNAL DIGITAL AD		
<p>Inclusive Dates: 14 September 2017 to 20 September 2017 Venue: Hong Kong & Malaysia Nature of Activity: Others - Web Banner</p>		Completed

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Short Description: Comprised of a team with deep experience in news journalism, WSJ Custom Studios, its award-winning in house content agency, provides engaging, informative and interactive content for WSJ that will be appealing to the readers. Marcom provided a web banner using ANAK as ad.</p>		
<p>LIII. ASEAN'S 50 YEARS</p>		
<p>Inclusive Dates: 14 September 2017 to 30 September 2017 Venue: The Hague, Netherlands Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Department of Foreign Affairs in the Hague, Netherlands requested merchandise items distributed to 5 ASEAN: PH, Indonesia, Malaysia, Thailand and Vietnam in the occasion in ASEAN Business Forum held on 14 September 2017 in a 50 years this year as being organized by 5 ASEAN Embassies with residence in the Hague, Netherlands. Tourism Promotions board supported said occasion of 5 ASEAN forum by giving 100 pcs each of the following promotional giveaways: Leatherette folder (assorted colors), Cacha bag (assorted destination designs) and Destination luggage tag with animation effect (assorted destination).</p>		<p align="center">Completed</p>

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3RD QUARTER 2017**

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LIV. INTERNATIONAL BAPTIST COLLEGE

<p>Inclusive Dates: 18 September 2017 to 19 September 2017 Venue: Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from International Baptist College requested 2 sets of 15 destination posters for display to their exhibit held on September 18 - 19, 2017. Tourism Promotions Board released said posters to support their exhibit.</p>		<p align="center">Completed</p>
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LV. DIVE BIRMINGHAM 2017

<p>Inclusive Dates: 18 September 2017 to 20 September 2017 Venue: London Nature of Activity: Others - Sticker</p> <p>Short Description: Dive Birmingham is an annual two-day event that attracts over 60,000 visitors and exhibitors comprising mainly of the diving industry travel operators, dive clubs and dive resorts and destinations, including professional and leisure divers as well. Marcom provided a layout of stickers</p>		<p align="center">Completed</p>
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ACCOMPLISHMENT REPORT
3RD QUARTER 2017

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
using dive images to stick behind the car rear window, laptops, notebooks, etc.		
LVI. 4TH PINOY CHIKKA: A FORUM ON THE LATEST TOURISM TRENDS		
<p>Inclusive Dates: 19 September 2017 Venue: PICC Plenary Hall, Pasay City Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request referred by Usec de Castro of DOT requested tourism promotional brochures and giveaways disseminated to 4th Chikka: A forum on the latest tourism trends held on September 19, 2017 at PICC Plenary Hall. Tourism Promotions Board supported the forum by giving of the following promotional brochures and giveaways: 100 pcs each of destination luggage tag, IMFITP lanyards, TPB Ballpen, Interim brochures and 20 pcs each of the following items; Travel Wallet and Beach towel.</p>		Completed
LVII. INTERNATIONAL YEAR OF SUSTAINABLE DEVELOPMENT: THE RISE OF THE ECO-WARRIORS		
<p>Inclusive Dates: 20 September 2017 to 21 September 2017 Venue: Mo. Consuelo Barcelo Theater Nature of Activity: Collateral Support - IMFITP 2017 campaign</p>		Completed

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

<p align="center">PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES <i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>Short Description: La Consolacion College Manila celebrate their national convention and competition, entitled: "International Year of Sustainable Development: The Rise of the Eco-Warriors" held on 20th and 21th of September 2017. Tourism Promotions Board supported said event by giving 150 pcs of the following items: Destination luggage tag (assorted destination), Ballpen and IMFITP Lanyards (assorted colors).</p>		
<p>LVIII. 19TH CABINET ASSISTANCE SYSTEM (CAS)</p>		
<p>Inclusive Dates: 22 September 2017 Venue: Malacanang Palace Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request referred by Usec Almarita Jimenez for DOT hosting 19th Cabinet Assistance System (CAS) Meeting held on 22 September 2017 at Malacanang Palace. Tourism Promotions Board released to support the event are 100 pcs of Travel Wallet with assorted weave cloth/tribal accent.</p>		<p align="center">Completed</p>
<p>LIX. KULINARYA EVENT IN USA</p>		
		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
<p>Inclusive Dates: 22 September 2017 to 25 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of Philippine food shots and Madrid Fusion Photos to be used and play during the PDOT-SF's participation at the Kulinaryang Pilipino Tour with Chef Amy Besa in Seattle on September 22-25 2017</p>		
LX. SURVIVAL OF TOURISM: IMPACTS, OPPORTUNITIES AND POSSIBILITIES		
<p>Inclusive Dates: 29 September 2017 Venue: Las Pinas, Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Requested from Philippine Merchant Marine school of Las Pinas for their upcoming event entitled: "Survival of Tourism: Impacts, Opportunities, and Possibilities" held on 29 September 2017. Tourism Promotions Board support the event by giving 100 pcs each of the following items: Ballpen, Lanyard and Destination luggage tag.</p>		Completed