

[ADMINISTRATIVE ORDER NO. 98, April 02, 2004]

**DESIGNATING THE DEPARTMENT OF TOURISM AS THE LEAD
AGENCY FOR THE CONDUCT OF THE PHILIPPINE
PARTICIPATION IN EXPO 2005 AICHI, JAPAN, THE WORLD
EXPOSITION**

WHEREAS, the Philippine Government, in its desire to sustain its presence in the international community, has committed to organize Philippine participation in the EXPO 2005 Aichi, Japan by presenting the country's natural and cultural heritage and its thrust of maintaining the critical balance between sustained development and environment;

WHEREAS, the Philippine participation in the EXPO 2005 Aichi provides a major opportunity for the Philippines to present itself to the world in terms of creating awareness for its business potentials, history, and culture vis-a-vis the theme of the EXPO 2005 Aichi: "Nature's Wisdom";

WHEREAS, there is a need to designate a lead agency to supervise the conduct of the Philippine participation during the EXPO 2005 Aichi:

NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. *Department of Tourism as Lead Agency.* The Secretary and the Department of Tourism is hereby designated as the lead in overseeing and undertaking the necessary preparation for the Philippine Presentation in EXPO 2005

As such, the DOT Secretary is hereby given authority to form a preparatory committee, assisted by the Bureau of International Tourism Promotion (BITP) and the Philippine Convention and Visitors Corporation (PCVC).

SEC. 2. *Functions.* The DOT Secretary shall exercise the following functions and responsibilities:

- a. Act of coordinator between the private sector and various government agencies to ensure the all directives issued to the said agencies for the planning, operation, and management of the Philippine Pavillion at EXPO 2005 Aichi shall be implemented;
- b. Ensure that the economic advantages of the Philippine presentation are maximized through a concerted and cost-effective country approach;
- c. Select the theme, concept, and message of the Philippine participation as maybe acceptable to both the Governments of the Philippines and Japan;