

[PROCLAMATION NO. 277, October 20, 2011]

**DECLARING EVERY THIRD WEEK OF MARCH AND OCTOBER OF
EVERY YEAR AS DESIGN WEEK PHILIPPINES**

WHEREAS, the government in its desire to promote Filipino creativity aims to present, demonstrate and showcase to the world not only its culture and people, but also its products;

WHEREAS, high standards of Filipino creativity have great influence on how the Philippines is viewed as a design destination of quality products;

WHEREAS, creativity, together with knowledge and access to information, has been declared by the United Nations Conference on Trade and Development (UNCTAD) as a powerful engine of economic growth and promotes development;

WHEREAS, there is a need to highlight the creativity and design capability of the Filipinos to bring in opportunities for economic development towards viable trade benefits;

WHEREAS, there is a need to organize activities that will create local and global awareness about the uniqueness of Philippine creativity and design by showcasing the wealth of different product innovations and craftsmanship, through trade exhibitions, festivals, workshops and conferences; and,

WHEREAS, to ensure that benefits are maximized from such activities, a concerted effort of both the government and private sector is necessary to address various issues and concerns towards sustaining the development and promotion of the Philippines' design capability.

NOW, THEREFORE, I, BENIGNO S. AQUINO III, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare every third week of March and October of every year as **DESIGN WEEK PHILIPPINES**.

I hereby direct the Department of Trade and Industry (DTI) through the Center for International Trade Expositions and Missions (CITEM) and the Product Development and Design Center of the Philippines (PDDCP) as the lead implementing agencies in the conduct of activities that will promote the Philippines as a Design Destination in Asia. In time with the DTI-CITEM's signature show, the Manila FAME International, "Design Week Philippines" shall be held twice a year as the platform to showcase the application of creativity and design capability of local manufacturers and design professionals that would bring in buyers locally and worldwide to source their products and inspirations.

I call on the Department of Tourism (DOT), the National Commission for Culture and the Arts (NCCA), and the Cultural Center of the Philippines (CCP) as co-organizers of the "Design Week Philippines" celebration.