

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>
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I. DIGITAL MARKETING STRATEGY FOR AUSTRALIA AND NEW ZEALAND

<p>Inclusive Dates: 01 July 2017 to 30 September 2017 Venue: N/A Nature of Activity: Others</p> <p>Short Description: One of the business segments that is highly influenced by digital marketing is the hospitality and tourism industry. With the specific end goal to reach the consumers quicker than its competitors, this industry continually innovates its approach to reach their targeted audience.</p> <p>Digital Marketing/Social Media has a greater stimulus on tourism and hospitality because this industry depends extensively on the use of informal exchange among the consumers to spread opinions on a certain experience or destination. Social platforms like Twitter and Facebook permit the consumers to immediately share tips and recommendations on-line.</p>		Complete
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II. MEDIA SALO-SALO CONDUCTED BY DOT

<p>Inclusive Dates: 01 July 2017 to 31 July 2017 Venue: Manila</p>		Completed
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3RD QUARTER 2017**

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<p>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">III. TPB/DOT OSAKA & PAL NAGOYA AGENTS FAMILIARIZATION TRIP</p>		
<p>Inclusive Dates: 02 July 2017 to 06 July 2017 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT Osaka has finalized negotiations with PAL Nagoya for a familiarization trip to Cebu and Bohol scheduled on 02-06 July 2017. This familiarization trip is vital in restoring the position of Cebu and Bohol as ideal and fun Philippine travel destinations for the Japan market following the adverse travel advisories concerning the Bohol incident.</p>	<p align="center">9 participants</p>	<p align="center">Complete</p>

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<p>More than the projected ROI for this familiarization trip, a significant objective of this project is to give the travel agents who are mostly “first timers” a first-hand experience of travel to Cebu and Bohol. Among Japanese travelers, travel agents’ recommendation is one of the top 5 factors when choosing a destination. Their experiences will enable them to create tour packages fit for their clients.</p> <p>For this familiarization tour, they have invited eight (8) travel agents from Nagoya and will be accompanied by one (1) PAL Nagoya representative and one (1) PDOT Osaka officer.</p>		
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IV. PHILIPPINE BUSINESS MISSION TO TAIWAN (LOGO)

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

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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.		
V. PHILIPPINE BUSINESS MISSION TO CHINA AND HONG KONG		
<p>Inclusive Dates: 03 July 2017 to 12 July 2017 Venue: Shanghai, Hangzhou, Chengdu, Guangzhou and Hong Kong Nature of Activity: Sales / Business Mission</p> <p>Short Description: The Tourism Promotions Board (TPB) together with twenty-four private sector companies from hotels and resorts, tour operators and airlines, spearheaded a sales mission in Chengdu, Hangzhou, Shanghai, Guangzhou and Hong Kong. A combined total of 582 attendees from China and Hong Kong attended the Business Mission. It was in Chengdu and Hong Kong where in the total number of attendees exceeded expectations at 120 and 189, respectively. Our venues for the missions were The Peninsula in Shanghai, Midtown Shangri-la Hangzhou, The Niccolo Chengdu, Hilton Guangzhou and Shangri-la Kowloon in Hong Kong. All of these hotel venues were located at their business districts and showed the value and prestige toward the market.</p>	41 participants	Complete

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VI. 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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VII. EXPEDIA DIGITAL CAMPAIGN

<p>Inclusive Dates: 04 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>
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<p>Short Description: Expedia Media request of Philippine beaches, adventure, UNESCO Sites and others for their website.</p>		
VIII. SEOM 3/48		
<p>Inclusive Dates: 04 July 2017 to 07 July 2017 Venue: Raddisson Blu, Cebu City 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>		Complete
IX. TPB/DOT OSAKA & CEBU PACIFIC NAGOYA AGENTS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 04 July 2017 to 08 July 2017</p>	8 participants	Complete

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<p>Venue: Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT Osaka has finalized negotiations with Cebu Pacific West Japan officials on the implementation of a series of familiarization tours for travel agents for the year 2017. The first familiarization trip is scheduled to focus on the promotion of Boracay as a premier destination in the Philippines. The familiarization tour is scheduled on 04 - 08 July 2017.</p> <p>According to the JTB Report on Overseas Travel 2016, travel agents are top influencers for choosing a holiday destination among Japanese travelers. Based on this study, top executives of Japanese travel agencies always recommend that familiarization tours should be conducted specifically for the new staff selling the Philippines.</p> <p>TPB coordinated with DOT NAIA for airport assistance and lei reception, and with DOT Region VI Western Visayas for assistance on the tour arrangements and coordination. TPB coordinated with the private sector in Boracay for accommodation and meal hosting.</p> <p>TPB hosted the following inclusions of the trip that further strengthened the bonds between the participants and coordinator:</p>		

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<ul style="list-style-type: none"> ● Full board meals ● Overnight accommodation in Belmont Hotel Manila ● Three-night accommodation in Henann Regency Resort & Spa ● Boracay tours and activities with Japanese speaking guide ● Transportation services 		
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X. 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>	<p align="center">40 foreign participant</p>	<p align="center">Complete</p>
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XI. ASIAN GEOGRAPHIC AND PRINT ADVERTISEMENT 2017

		<p align="center">Completed</p>
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<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>		
<p align="center">XII. COURTESY CALL TO DOT SECRETARY RELATIVE TO THE PHILIPPINES HOSTING OF THE 2020 FEDERACION INTERNACIONALE DES ADMINISTRATEURS DE BIEN-CONSELIS IMMOBILIERS (FIABCI) WORLD CONGRESS</p>		
<p>Inclusive Dates: 07 July 2017 Venue: Office of the Secretary, Department of Tourism, Manila Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The FIABCI (the International Real Estate Federation)- Philippines requested for a courtesy call on the Secretary of Tourism to deliver the good news that the Philippines has won its bid to host the 2020 FIABCI World Congress.</p>	<p align="center">4 FIABCI officials</p>	<p align="center">Complete</p>

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<p>The Department of Tourism (DOT), thru the Office of the Secretary, has issued an invitation letter to the International Real Estate Federation last January 2017 to boost the bid of FIABCI-Philippines. The government support for this event has helped the decision makers of FIABCI to award the hosting rights of the Congress to the Philippines.</p> <p>FIABCI is a business network of real estate professionals worldwide. Its membership spans 65 countries, including 100 professional associations, 65 academic institutions and 3,000 individual members from all professions of the real estate sector.</p> <p>The FIABCI World Congress is an annual gathering and one of the most respected global real estate meetings. Over 1,000 stakeholders and leaders from the real estate industry attend this event to network, build business and exchange knowledge.</p> <p>"Fédération Internationale des Administrateurs de Bien-Conselis Immobiliers", which means "The International Real Estate Federation".</p>		
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<p align="center">XIII. DIVING, RESORT AND TRAVEL (DRT) SHOW BEIJING 2017</p>		
<p>Inclusive Dates: 07 July 2017 to 09 July 2017</p>	<p align="center">14 participant</p>	<p align="center">Complete</p>

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<p>Venue: Beijing International Convention Center, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board in collaboration with the Philippine Department of Tourism-Beijing, spearheaded the Diving, Resort and Travel (DRT) Show held at the Beijing International Convention Center, China from 07-09 July 2017.</p> <p>The Philippine booth, with a 90 sqm space, had 10 co-exhibitors composed of dive resorts, dive operators, dive shops and other industry partners. PDOT-Beijing invited performers from the Philippines to provide entertainment at the Philippine booth for 3 days.</p> <p>Several members of the Philippine House of Representatives and their spouses attend the DRT Show. They visited the Philippine booth and did an ocular inspection of the venue and also to observe the setup of the event.</p> <p>MARCOM assisted by creating an Ad for the souvenir magazine and Marcom use the Dive Fiesta Ad for this event, because the Ad is related to the event. Addition to this, MARCOM provided the following destinations that were featured in the booth graphics: Cebu, Bohol, Anilao and Dumaguete (Apo Island).</p>		

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XIV. ASEAN REGIONAL FORUM WORKSHOP ON BEST PRACTICES IN IMPLEMENTING SAFETY NAVIGATION INSTRUMENTS

<p>Inclusive Dates: 11 July 2017 to 12 July 2017 Venue: Conrad Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN Regional Forum Workshop on Best Practices in Implementing Safety Navigation Instruments , spearheaded by the Department of Foreign Affairs (DFA) was held on 11-12 Jul 2017 in Conrad Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>	80 participant	Complete
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XV. 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</p>		Completed
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3RD QUARTER 2017

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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.		
XVI. CEBU TRAVEL EXCHANGE 2017		
<p>Inclusive Dates: 11 July 2017 to 14 July 2017 Venue: Shangri-La's Mactan Resorts and Spa Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: The Cebu Travel Exchange (CTX) was conceptualized to answer the need of the ITF exhibitors who wanted to meet and conduct business meetings with the local travel agents and tour operators. Thus, the first CTX was staged in 2015 a day prior to the 2nd ITF. The schedule was set as it was so ITF exhibitors can maximize their advance arrival to attend the exhibitors briefing in the morning, CTX in the afternoon and ITF ingress in the evening. With about 40 ITF Exhibitors as Sellers and 35 travel agents and tour operators as Buyers, it was conducted at the Cebu City Marriott Hotel.</p>	43 Sellers and 34 Buyers	Complete

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<p>CTX 2016 was further defined to be an annual tourism marketing event aimed to strengthen Cebu’s tourism brand image and to invite foreign agents as Buyers. It will served as a venue for Sellers and Buyers of Philippine tourism products to meet up on a one-on-one scheduled business meetings.</p> <p>ITF was created to spur productivity in what we practitioners considers as a lean period (July). Sellers/Exhibitors were encouraged to offer lean season rates and packages (July - November) to the Buyers/consumers.</p> <p>CTX was designed to complement ITF as a trade event for industry stakeholders only. Business matching is conducted prior to the event for Sellers & Buyers to meet their requirements.</p> <p>CTX 2017 also served as a crisis PR for Cebu & Bohol who bore the brunt of negative travel advisories and unsafe perceptions. Reeling from the effects of booking cancellations, the 3rd CTX proved to be a timely message that its business as usual in this part of the country.</p> <p>MARCOM assisted by providing a print ad of "Anak" to be inserted in the CTX Official Guidemaps.</p>		
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<p>XVII. 11TH AMBASSADORS TOUR</p>		

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3RD QUARTER 2017

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<p>Inclusive Dates: 11 July 2017 to 16 July 2017 Venue: Manila and Davao Nature of Activity: Others - Marketing Support</p> <p>Short Description: The 11th Ambassadors’ Tour held last 11-16 July 2017 in Manila and Davao was led by the Department of Foreign Affairs (DFA), in cooperation with the Department of Tourism’s Tourism Promotions Board (TPB) and Rajah Tours. The itinerary of the tour combines the best of Metropolitan Manila up North and the sprawling city of Davao in the South into one adventure-packed and enriching vacation experience enabling both Filipino and Americans to experience the beauty of the Philippines’ top tourist destinations and witness the progress that has been achieved in the past years.</p> <p>Prior to the tour’s activation, there were challenges that faced the country in the last quarter - the Bohol clashes that took place in April & May between Philippine security forces and Moro ISIL-affiliated militants lead by members of the Abu Sayyaf in Inabanga. Bohol; the gunman attack and fire incident at Resorts World Manila in June; and, the declaration of a 60-day martial law in Mindanao due to the Maute group attack in Marawi City.</p> <p>In spite of these hindrances that directly affected the program and the tourism industry, the government’s response to immediately secure peace and order in the affected areas and the private sector’s aggressive marketing</p>	<p style="text-align: center;">194 participant</p>	<p style="text-align: center;">Complete</p>

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<p>efforts to counter an expected decline in tourist arrivals have brought a spirit of teamwork and love for country as both the organizer and its supporting agencies have managed to step up and continuously promote the country as a safe travel destination.</p> <p>Therefore, after receiving a Situation Brief from the City Tourism Operations Office on 7 June and the confirmation from the City Mayor of Davao and the City Tourism Office of Davao on 15 July 2017, the program pushed through with a good number of 194 delegates from Hawaii, Agana (Guam), Washington D.C., Chicago, San Francisco, New York, and Los Angeles guided and supported by their respective overseas DFA representative of 7 assigned Consuls General and a Charge d' Affaires ad interim of the Philippine Embassy.</p>		
XVIII. MASTER PLAN ON ASEAN CONNECTIVITY (MPAC) 2025 FORUM/WORKSHOP ON PROJECT CONCEPTS		
<p>Inclusive Dates: 12 July 2017 to 13 July 2017</p> <p>Venue: Acacia Hotel Alabang</p> <p>Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: Master Plan on ASEAN Connectivity (MPAC) 2025 Forum/Workshop on Project Concepts, spearheaded by the Department of Foreign Affairs (DFA)</p>		Complete

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was held on 12-13 Jul 2017 in Acacia Hotel Alabang. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.		
XIX. ASEAN QUALIFICATIONS REFERENCE FRAMEWORK (AQR) TASK FORCE MEETING BACK-TO-BACK WITH A CONFERENCE ON THE KUALA LUMPUR DECLARATION ON HIGHER EDUCATION		
Inclusive Dates: 12 July 2017 to 14 July 2017 Venue: New World Manila Bay Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship Short Description: ASEAN Qualifications Reference Framework (AQR) Task Force Meeting Back-to-Back with a Conference on the Kuala Lumpur Declaration on Higher Education , spearheaded by the Commission on Higher Education (CHED) was held on 12-14 Jul 2017 in New World Manila Bay Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.	100 participant	Complete
XX. 8TH ASEAN CONNECTIVITY SYMPOSIUM		
Inclusive Dates: 12 July 2017 to 14 July 2017		Complete

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<p>Venue: New World Manila Bay Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 8th ASEAN Connectivity Symposium, spearheaded by the Department of Foreign Affairs (DFA) was held on 14 Jul 2017 in Acacia Hotel Alabang. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>		
<p>XXI. UK DIVER MAGAZINE</p>		
<p>Inclusive Dates: 13 July 2017 to 17 August 2017 Venue: London Nature of Activity: Others - Advertorial</p> <p>Short Description: 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 align="center">Completed</p>
<p>XXII. CONDE NAST TRAVELLER MAGAZINE</p>		
		<p align="center">Completed</p>

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3RD QUARTER 2017**

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<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>XXIII. GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA) 2017 CONVENTION</p>		
<p>Inclusive Dates: 15 July 2017 to 19 July 2017 Venue: Boston MA, USA Nature of Activity: Others - Attendance to Educational Seminar</p> <p>Short Description: The Global Business Travel Association (GBTA) is an international M.I.C.E. organization that organizes the GBTA Convention, the most comprehensive annual gathering of global business travel and meetings managers, meeting planners, procurement professionals and suppliers. It is the world's largest business travel event where over 7,000 business travel professionals from</p>	<p align="center">7,000+ participants/attendees</p>	<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>around the world gather for state-of-the-art education and news on the latest innovations in the industry.</p> <p>GBTA Convention 2017 marks the 49th edition of The Business Travel Event of the Year®, and this year’s theme, Convergence, was developed to address the latest trends, issues and guidelines that have emerged as the business travel industry has evolved.</p> <p>The 2017 Convention in Boston featured the following:</p> <ul style="list-style-type: none"> • Over 70 career enhancing education sessions across 13 different tracks featuring even more of the rich educational content on the industry’s most pressing topics • The industry’s largest expo floor with over 500,000 square feet of exhibition space • Notable industry speakers who are the world’s best and brightest industry experts and leaders, on Center Stage and at the Convention Arena, who will discuss current trends in business travel and what the future has in store 		

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

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: 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
XXV. FAM TOUR IN INTRAMUROS		
<p>Inclusive Dates: 16 July 2017 to 16 August 2017 Venue: Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: China Trust Bank Corporation (CTBC) Financial Management College Immersion Program Student and Professors Familiarization Tour in</p>		Completed

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>		
<p align="center">XXVI. ANNUAL MEETING OF THE INFANTILE SEIZURE SOCIETY (ISS)/JOINT CNSP-PLAE SYMPOSIUM ON THE STATUS OF EPILEPTICUS IN INFANT AND CHILDREN AND 9TH EPILEPSY CONGRESS</p>		
<p>Inclusive Dates: 17 July 2017 to 19 July 2017 Venue: Marco Polo Plaza Hotel Cebu Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippines was invited to host the 19th Annual Meeting of the Infantile Seizure Society in 2017. A very prestigious event for child neurologists and epileptologists as the Philippines is only the third country to be invited to host the event since 1998. In support of the event, the TPB facilitated the airport assistance and provided Philippine tourism brochures as they have requested in their initial communication to TPB.</p>	<p align="center">361 participants</p>	<p align="center">Complete</p>
<p align="center">XXVII. ASEAN DEFENSE MINISTERS' MEETING - PLUS EXPERTS' WORKING GROUP FOR CYBER SECURITY</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: 17 July 2017 to 19 July 2017 Venue: Crowne Plaza, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN Defense Ministers' Meeting - Plus Experts' Working Group for Cyber Security, spearheaded by the Department of National Defense (DND) was held on 17-19 Jul 2017 in Crowne Plaza Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>		Complete
XXVIII. ASEAN CYBERKIDS CAMP		
<p>Inclusive Dates: 19 July 2017 to 21 July 2017 Venue: Metro Manila (PHISCI) Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN Cyberkids Camp, spearheaded by the Department of Information and Communications Technology (DICT) was held on 19-21 Jul 2017 in Metro Manila (PHISCI). The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>		Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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XXIX. LET'S GO DANCE COMPETITION SEASON 2

<p>Inclusive Dates: 19 July 2017 to 21 July 2017 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 align="center">Completed</p>
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XXX. 2017 TPB TEAM BUILDING'S BEAUTY CONTEST BACKDROP

<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>
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XXXI. 2016 TPB ANNUAL REPORT

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 20 July 2017 to 24 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Photos of different destinations and activities of TPB necessary for the TPB 2016 Annual Report</p>		<p align="center">Completed</p>
<p align="center">XXXII. 4TH MEETING OF THE SOMRI WORKING GROUP ON CONTENT AND PRODUCTION</p>		
<p>Inclusive Dates: 20 July 2017 to 21 July 2017 Venue: Conrad Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 4th Meeting of the SOMRI Working Group on Content and Production, spearheaded by the Presidential Communications Operations Office (PCOO) was held on 20-21 Jul 2017 in Conrad Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>	<p align="center">50 participants</p>	<p align="center">Complete</p>
<p align="center">XXXIII. 3RD ANDREA O. VENERACION (AOV) INTERNATIONAL CHORAL FESTIVAL</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-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 style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>Inclusive Dates: 20 July 2017 to 23 July 2017 Venue: Cultural Center of the Philippines (CCP) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The event is named after, and in honor of, the founder of the world renowned Philippine Madrigal Singers, the late National Artist for Music, Professor Andrea O. Veneracion, an esteemed choirmaster and choral clinician who was instrumental in the promotion of choral music all over the country. Following the success of the 1st and the 2nd AOV International Choral Festival, Manila held in August 2013 and July 2015, respectively, the CCP hosted the 3rd AOV International Choral Festival in Manila. This is a competition of choirs from all over the world who wish to compete in 3 categories: Folk Song, Vocal Ensemble, and Chamber Choir.</p> <p>The AOV International Choral Festival is considered as one of the most important choral competitions in Southeast Asia, and is now setting its sight to be the convenor of the First Asian Grand Prix by year 2020. This will effectively establish the Philippines as the center for choral performance in Asia, which will greatly contribute to the vision of making the Philippines a significant art and cultural destination in the region.</p>	<p style="text-align: center;">167 local and 123 foreign participants</p>	<p style="text-align: center;">Complete</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>
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The 2017 Festival gathered around 11 competing choirs with 167 local and 123 foreign participants. The choirs had Outreach performances in nearby provinces in Manila.		
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XXXIV. FRANCHISE ASIA PHILIPPINES
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<p>Inclusive Dates: 20 July 2017 to 24 July 2017 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The Philippine Franchise Association (PFA) is the voluntary self-regulating governing body for franchising in the Philippines. It is the country’s pioneer and largest franchise association with members ranging from micro to large, both homegrown and international involved in food, retail, services and other types of businesses.</p> <p>Furthermore, PFA is also committed to creating programs that will open opportunities for the expansion of Philippine franchises domestically and overseas by assisting micro, small, and medium enterprises (MSMEs), including the development of incubation centers where highly “franchisable” concepts can be introduced to the mainstream market.</p>	79 foreign delegates	Complete
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>PFA vision is to make the Philippines as the “Center for Franchise Development in Asia” by providing the gateway to the entry and export of world class-quality brands, products and services from Asia to the rest of the world and vice versa.</p> <p>Asia-Pacific. It provides the platform to help franchisers grow not only in the booming Philippine market but also across the Asia-Pacific region.</p> <p>FAPHL2017 is expected to gather more than 900 local and 100 foreign participants for its International Franchise Conference and over 500 homegrown and international brand exhibitors and more than 45,000 expo trade visitors.</p> <p>TPB's Commitment:</p> <ul style="list-style-type: none"> • Co-Sponsorship of international dinner reception for the foreign delegates and exhibitors on 21 July 2017 • Inclusion of the FAPHIL2017 in the calendar of international event posted in the TPB website • Provision of tourism brochures and corporate giveaways • Endorsement to DOT for airport reception and facilitation with welcome leis • Other technical assistance required <p>Commitments of PFA:</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<ul style="list-style-type: none"> • Ensure the attendance of 50 foreign delegates • Include the TPB and/or the Philippines tourism brand logos, whichever is appropriate, in the promotional materials of FAPHL2017 • Acknowledge TPB as a sponsor during the event with logo showing on screen whenever applicable • Show an AVP on the Philippines, whenever applicable • Submit a brief report on the FAPHL2017 event together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos 		
XXXV. PRODUCT UPDATE IN CENTRAL LUZON		
<p>Inclusive Dates: 21 July 2017 to 24 July 2017 Venue: Bataan, Tarlac and Baler, Aurora Nature of Activity: Others</p> <p>Short Description: A Conduct of Product Update in Bataan, Tarlac and Baler, Aurora - as implied - a trip to let us a sample the destination for us to identified venue and destinations that suit to our stakeholders. Its aim is for us to “sell” the experience the niche market.</p>	19 participant	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>A familiarization tour involves hosting inbound tour operators and travel media in an organized trip for the purpose of educating them with new tourism destinations and/or products and services.</p> <p>Activities will involve the following:</p> <ul style="list-style-type: none"> A. Destination assessment (profile of the destination, activities, product inventory); B. Inspection of facilities (e.g. accommodations, convention & meeting, recreation, special interest activities, wellness, etc.) C. Product presentation, business-to-business, and networking activities 		
<p>XXXVI. 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>XXXVII. BKR INTERNATIONAL ASIA PACIFIC CONFERENCE - COORDINATION MEETING</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-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 style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>Inclusive Dates: 24 July 2017 to 28 July 2017 Venue: Makati City, Tagaytay City and Intramuros, Manila Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The Department of Tourism (DOT) Sydney Office endorsed to the Tourism Promotions Board (TPB) for assistance BKR International Asia Pacific Region regarding their coordination meeting and Manila site inspection trip last 24-28 July 2017.</p> <p>BKR International will hold its Asia Pacific Regional Conference on 26-30 April 2018 at Shangri-La at the Fort in Taguig City to be spearheaded by the following officers: Mr. Grant Allsopp, Executive Director, Asia Pacific Region BKR International and Ms. Rachel Mojsovski, Administrator, Asia Pacific Region BKR International.</p> <p>BKR International is a top global accounting association of independent accounting and business advisory firms representing the expertise of more than 160 member firms with over 500 offices in over 80 countries worldwide.</p> <p>It has three regional chapters: 1. Americas, 2. Europe, Middle East and Africa and 3. Asia Pacific. Aside from the worldwide annual conference of BKR</p>	<p style="text-align: center;">2 participant</p>	<p style="text-align: center;">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>International, each regional chapter holds its own annual conferences and sub-conferences.</p> <p>The TPB has extended the following assistance during their site inspection:</p> <ul style="list-style-type: none"> • Secured quotations from DMCs/tour operators • Hosted dinner • Hosted half-day Manila city tour and day tour of Tagaytay • Endorsement to DOT-Airport Reception and Information Unit (ARIU) for airport reception and welcome leis • Provided promotional materials (tourism brochures and giveaways) <p>For the actual event on 26-30 April 2018 at Shangri-La at the Fort, Taguig City, we recommend: Sponsorship of either one of the following:</p> <ol style="list-style-type: none"> 1) Souvenir item 2) Co-host a cocktail reception; or 3) coffee break for the delegates. We shall likewise provide them with useful tourism brochures such as a walking map of BGC and Manila and a directory of restaurants within BGC and popular places in Metro Manila; Endorse them to DOT for airport reception and facilitation of the delegates and technical assistance for the conference. 		
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<p align="center">XXXVIII. ASEAN SENIOR OFFICIALS ON THE ENVIRONMENT MEETING AND RELATED MEETINGS</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: 23 July 2017 to 29 July 2017 Venue: PICC, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN Senior Officials on the Environment Meeting and Related Meetings, spearheaded by the Department of Environment and Natural Resources (DENR) was held on 23-29 Jul 2017 in Philippine International Convention Center (PICC). The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting.</p>	150 participants	Complete
XXXIX. CHINESE GOVERNMENT OFFICIALS FAMILIARIZATION TOUR		
<p>Inclusive Dates: 24 July 2017 to 29 July 2017 Venue: Manila, Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) in coordination with the Department of Tourism in Shanghai Office has organized the Chinese Government Official Familiarization Tour in Manila, Cebu and Bohol on 24 – 29 July 2017.</p>	9 participant	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>The visit of President Rodrigo Roa Duterte to China last year spelled a new era in Philippine-China relations. It gave an impetus to share a common interest in the development of both nations. One industry that benefited most is tourism. This motivation created a renewed enthusiasm and vigour amongst the travel industry players knowing that China is emerging as the top outbound market.</p> <p>To capitalize on the renewed ties and closer cooperation between China and the Philippines, PDOT Shanghai and the Philippine Consulate General Office of Shanghai is proposing to organize a familiarization tour for Chinese government officials.</p>		
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XL. 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> <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</p>	250 participant	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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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A. KULINARYA EVENT IN USA % PDOT SAN FRANCISCO

<p>Inclusive Dates: 25 July 2017 to 28 July 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: 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 align="center">Completed</p>
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XLI. 3RD ASEAN MAYORS FORUM

<p>Inclusive Dates: 26 July 2017 to 27 July 2017 Venue: Shangri-La at The Fort, Taguig Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	<p align="center">200 participant</p>	<p align="center">Complete</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>The 3rd ASEAN Mayors Forum is a joint event of the League of Cities of the Philippines (LCP), the City of Taguig and the United Cities and Local Governments in Asia-Pacific (UCLG-ASPAC).</p> <p>With the theme "50 Years of ASEAN: Empowering Communities for a Stronger Region", the forum aims to provide an interactive venue that will discuss pressing socio-economic issues of common and critical concern among local governments in the ASEAN region and explore frontiers in developing key policy frameworks and instruments for sustainable urbanization. It expects the attendance of 500 representatives from local government units, national/federal agencies, private sector and the academe from the ASEAN region.</p>		
<p>XLII. 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>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.</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>XLIII. 32ND MEETING ON THE HIGH-LEVEL TASK FORCE ON ASEAN ECONOMIC INTEGRATION (HLTF-EI)</p>		
<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>	<p align="center">55 participant</p>	<p align="center">Complete</p>
<p>XLIV. SENIOR OFFICIALS FOR THE 50TH ASEAN MINISTERIAL MEETING</p>		
<p>Inclusive Dates: 31 July 2017 to 02 August 2017 Venue: Blue Leaf Filipinas, Manila</p>	<p align="center">160 participant</p>	<p align="center">Complete</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>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>		
XLV. 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> <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.</p>	96 participant	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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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.		
XLVI. 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 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>	96participant	Complete

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>
XLVII. (YSEALI) GENERATION: ECOMMUNITY WORKSHOP		
<p>Inclusive Dates: 31 July 2017 to 05 August 2017 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>		Completed
XLVIII. 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:</p>	1,700 participant	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>		
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XLIX. 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>		<p align="center">Completed</p>
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L. COOPERATIVE PARTNERSHIP WITH WEBJET AUSTRALIA (OTA)

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 01 August 2017 to 31 August 2017 Venue: N/A Nature of Activity: Joint Promotion</p> <p>Short Description: The Philippine Department of Tourism ANZ ran a month-long marketing campaign with Webjet in August of 2017. Webjet is an Australian online travel agency based in Melbourne. It currently operates in both the B2C and B2B sectors. Established in 1998, Webjet is Australia and New Zealand's largest online travel agency (OTA), leading the way in online travel tools and technology. It enables customers to compare, combine and book the best domestic and international travel flight deals, hotel accommodation, holiday package deals, travel insurance and car hire worldwide.</p>		<p align="center">Complete</p>
<p>LI. GENEVA SWITZERLAND TOURISM CAMPAIGN</p>		
<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:</p>		<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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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.		
A. 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: 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>		Completed
LII. THE HOTEL SHOW PHILIPPINES		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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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>
<p align="center">LIII. NEW DIMENSION FOR NATURAL HAZARDS IN ASIA: AN AOGS-EGU JOINT CONFERENCE SITE INSPECTION</p>		
<p>Inclusive Dates: 02 August 2017 to 06 August 2017 Venue: Metro Manila and Tagaytay City</p>	<p align="center">1 foreign participant</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The New Dimensions for Natural Hazards in Asia: An AOGS-EGU Joint Conference will be held on 4-8 February 2018 at the Taal Vista Hotel, Tagaytay City. The conference is a joint AOGS / EGU event that is dedicated to the interdisciplinary study of natural hazards. Last 2 – 6 August 2016, the Chair of its Steering Committee—Prof. Bruce Malamud visited the Philippines to conduct a site inspection of Tagaytay City and attend a series of meetings relative to the conference. He was accompanied by faculty members from the University of the Philippines, members of the local host and the local organizing committee.</p> <p>Approved Assistance:</p> <ul style="list-style-type: none"> • Welcome lei reception and facilitation at the Ninoy Aquino International Airport • Ground transportation on 2-6 August 2017 • Technical assistance from TPB Project Officers during the whole duration of the trip • Hosted snacks/dinner for the meeting on 4 August 2017 in Tagaytay City 		

LIV. TOKYO AGENTS AND MEDIA MEGA FAMILIARIZATION TRIP: “2017 I TRAVEL PHILIPPINES”

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 02 August 2017 to 07 August 2017 Venue: Manila, Bicol, Bohol, Boracay, Iloilo and Puerto Princesa Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: As a result of the successful conduct of the Philippine Business Mission 2017, DOT Tokyo proposed the “2017 I Travel Philippines” (ITP 2017) to sustain the growth and further expand the Japanese market. This project aims to bring to the Philippines 50 travel agents, corporate buyers and media from Tokyo, Japan (Kanto Region) for a familiarization tour to experience firsthand Philippine hospitality, food, and culture featuring five (5) Philippine destinations - Bicol, Bohol, Boracay, Bacolod and Puerto Princesa, Palawan.</p> <p>ITP 2017 has two major component to include:</p> <ol style="list-style-type: none"> 1. Networking Dinner - The Networking Dinner is designed to formally and personally introduce Filipino suppliers to Japanese buyers and give both parties the opportunity to exchange cards, meet new contacts and expand, and share business experience and knowledge. 2. Themed Travel - The purpose of the Themed Travel is to promote the five (5) mentioned destinations, display their creativity, travel planning expertise, and improve their product and service levels for the Japanese market. 	<p style="text-align: center;">1 foreign participant</p>	<p style="text-align: center;">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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LV. M & C ASIA WEB AD (WEEKLY DIGEST 16 AUGUST 2017)

<p>Inclusive Dates: 02 August 2017 to 09 August 2017 Venue: N/A Nature of Activity: Others - Web banner</p> <p>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>
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LVI. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT

<p>Inclusive Dates: 03 August 2017 to 09 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. For this issue, we featured Twin Lagoon, Coron, Palawan in a 200mm x 262mm size format.</p>		<p align="center">Completed</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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LVII. WEAVE CLOTH INFORMATION OF YAKAN, ABEL & BINAKUL DESIGN

<p>Inclusive Dates: 03 August 2017 to 09 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>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).</p>		<p align="center">Completed</p>
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LVIII. XI'AN SILK ROAD TOURISM EXPO (% U-TRAVEL SERVICES)

<p>Inclusive Dates: 04 August 2017 to 06 August 2017 Venue: Xi'An Quijang Conference and Exhibition Center, China Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The U-Travel Services, a Philippine Travel Agency participated in the Xi'an Silk Road International Tourism Expo 2017 last 4-7 August 2017 at the Quijang International Conference and Exhibition Center.</p>	<p align="center">500 participant</p>	<p align="center">Complete</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>The three-day expo aims to construct a platform for people from the tourism industry and the public to cooperate and communicate. Occupying a total area of 40,000 square meters, the expo attracted over 500 travel tourism exhibitors, buyer representatives and enterprises from 32 countries and regions to join the exhibition.</p> <p>The Tourism Promotions Board supported the participation of the said Travel Agency by providing Philippine Brochures for the trade visitors and buyers.</p>		
<p>LIX. 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>LX. COBRA IRONMAN 70.3</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 06 August 2017 Venue: Shangri-la Mactan, Cebu Nature of Activity: Others - Financial Assistance</p> <p>Short Description: The Cobra Energy Drink IRONMAN 70.3 Philippines Expo happened at The Marquee of Shangri-La Mactan Resort and Spa. The Ironman Store hosted the retail brands from Ironman related products and exclusive event merchandise. Triathletes were welcomed by all their choice brands at this year's Cobra Energy Drink IRONMAN 70.3 Expo. Discounts and promotions on swim gear, bikes, footwear, eyewear, accessories, and more.</p> <p>Familiar names and brands were present like Cobra, Asics, TYR, Gu, Specialized, Light N Up Marketing, Unison Bikes, Bikezilla, Oakley, Garmin, Rudy Project, Saucony, Mueller, Newton, Hoka One One, Alaska, Rocktape and AlcoPius. Event partners 2GO Express, Prudential Guarantee, Gatorade, Cetaphil, Daylong, and Intercare provided exclusive products and services. New to the expo but well-known brands also joined this year like Sunplay On running shoes, Techni-Ice, and Organique.</p> <p>Also present were the Department of Tourism, Tourism Promotions Board, Philippine Airlines, Sun Life, Cignal TV Inc., Trilife, Motorace, Prozza, The</p>	<p align="center">2,767 participant</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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Mactan Newtown Group, AMISA, Lanz Pizza, Ford Forza, Cebu Art Shoppe of Lapu Lapu City, Children's Hour, Smile Train, Globe, and car displays from SSangyong.		
LXI. PHILIPPINE TOURISM ROADSHOW IN AUSTRALIA AND NEW ZEALAND 2017		
<p>Inclusive Dates: 07 August 2017 to 11 August 2017 Venue: Sydney, Melbourne, Brisbane and Auckland Nature of Activity: Sales Presentation / <u>Roadshow</u> / Launch</p> <p>Short Description: The Tourism Promotions Board, in coordination with the DOT-Sydney, will organize the Australia Road Show in Sydney, Melbourne, Brisbane and Auckland on August 8,9,10,and 11 respectively. These cities have been identified as top sources of outbound passenger traffic and have the largest volume of short-term resident departures.</p> <p>The roadshow will provide a venue to showcasing the latest developments in Philippine tourism, including new destinations, products, services and travel packages. Important components of the road show include one-on-one meetings, product presentations, business transactions and networking activities with clients.</p>	21 participant	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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LXII. 2ND ASIA-OCEANIAN CONGRESS FOR NEUROREHABILITATION (AOSNR) AND 5TH PHILIPPINE SOCIETY OF NEUROREHABILITATION (PSNR) CONFERENCE

<p>Inclusive Dates: 08 August 2017 to 10 August 2017 Venue: Taal Vista Hotel, Tagaytay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: TPB assisted the Philippine Society of NeuroRehabilitation (PSNR) in its preparations for the The 2nd Asian-Oceanian Congress for NeuroRehabilitation (AOSNR) and the 5th PSNR Conference last 08-10 August 2017 at the Taal Vista Hotel. The event featured various topics on the different medical and paramedical disciplines involved in neurologic and physical rehabilitation of patients and will be attended by medical specialists, scientists, physical, occupational and speech therapists. More than 600 foreign and local delegates participated during the event.</p> <p>TPB facilitated the provision of airport reception and facilitation upon arrival of the foreign delegates of the event.</p>	<p>600+ foreign and local participants</p>	<p>Complete</p>
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LXIII. 1ST PHILIPPINE INTERNATIONAL HALAL CONFERENCE

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 10 August 2017 to 11 August 2017 Venue: Makati Shangri-La Hotel, Makati City Nature of Activity: M.I.C.E. Booked Event - International</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 sector perspectives on the Philippine Halal ecosystems, and others.</p> <p>Moreover, the IDCP sees the Conference as essential as it will guide tourism and travel stakeholders to identify the products, services and programs needed to the increase in the number of Muslims taking up the travel for leisure, religious, business, and healthcare reasons.</p> <p>The Conference expects at least 300 participants from across the Philippines and Asia. Foreign delegates including speakers will be about 50 pax.</p> <p>TPB Commitments:</p> <ul style="list-style-type: none"> • Provision of tourism brochures • Provision of special corporate giveaways 	<p align="center">300 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<ul style="list-style-type: none"> • Endorsement to DOT for airport reception and facilitation with welcome leis • Other technical assistance required <p>MARCOM assisted by providing a print ad of Manila to be printed at the back of the program book.</p> <p>IDCP Commitment:</p> <ul style="list-style-type: none"> • Ensure the attendance of at least 40 foreign delegates (80% of expected 50 foreign attendees) • Acknowledge TPB as one of the sponsors • Show an AVP on the Philippines during Workshop breaks, if feasible • Submit a brief report of the Halal Conference, together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos 		
<p>LXIV. TRAVEL WEEKLY ASIA AND CHINA-SEPTEMBER-OCTOBER</p>		
<p>Inclusive Dates: 10 August 2017 to 24 August 2017</p> <p>Venue: N/A</p> <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</p>		<p>Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>		
<p>LXV. MALAYSIA INTERNATIONAL TRAVEL MART (MITM) 2017</p>		
<p>Inclusive Dates: 11 August 2017 to 13 August 2017 Venue: Mid Valley. Malaysia Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board, in coordination with the Philippine Department of Tourism (PDOT) Malaysia, will be spearheading the Malaysian International Travel Mart (MITM) 2017 at Mid Valley Exhibition Center in Kuala Lumpur, Malaysia on 11 – 13 August 2017.</p> <p>Malaysian International Travel Mart (MITM) 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. This annual consumer tourism and travel event is a mega marketplace for different segments of tourism players to display and offer their attractive</p>		<p align="center">Complete</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>affordable packages and promotions especially targeted for consumers' travel in the 2nd half of the year.</p> <p>MARCOM assisted by providing photos for the booth graphics: Palawan, Boracay and Cebu. They also provided promotional videos showed in the said event to promote the Philippines as a major tourist destination. High resolution images for press release / write up for the event.</p>		
LXVI. SOC-COM, COORDINATING CONFERENCE ON THE ASEAN SOCIO-CULTURAL RETREAT		
<p>Inclusive Dates: 11 August 2017 to 14 August 2017 Venue: Marble Hall, Ayuntamiento 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>	100 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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LXVII. AUSTRALIA MEDIA FAMILIARIZATION TOUR

<p>Inclusive Dates: 12 August 2017 to 20 August 2017 Venue: Manila, Cebu and El Nido Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The familiarization tour is part of the overall effort to showcase the beautiful islands of the country and refute the negative social media publicities, adverse tri-media coverage and travel advisories on the Philippines. By inviting representatives of various top media publications to be part of this tour, various first-hand feature articles will be produced, thus promoting these destinations to the Australian travelers.</p>	8 participants	Complete
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LXVIII. THE 9TH MEETING OF THE ASEAN TRADE FACILITATION JOINT CONSULTATIVE COMMITTEE AND RELATED EVENTS (ATF-JCC) AND THE INTERSESSIONAL MEETING OF THE SUB-COMMITTEE ON ASEAN TRADE IN GOODS AGREEMENT RULES OF ORIGIN (SC-AROO)

<p>Inclusive Dates: 14 August 2017 to 16 August 2017 Venue: Conrad Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p>	120 participants	Complete
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Short Description: The Ninth Meeting of the ASEAN Trade Facilitation Joint Consultative Committee and Related Events (ATF-JCC) and the Intersessional Meeting of the Sub-Committee on ASEAN Trade in Goods Agreement Rules of Origin (SC-AROO), spearheaded by the Department of Trade and Industry (DTI) was held on 14-16 August 2017 in Conrad Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>		
<p align="center">LXIX. 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 procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">150 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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LXX. 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
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LXXI. BUSINESS DEVELOPMENT LAYOUT
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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>		Completed
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ACCOMPLISHMENT REPORT
3RD QUARTER 2017

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-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 style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></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>		
LXXII. 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>400 foreign participants</p>	<p>Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Approved Assistance:</p> <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) • Cultural Show Entertainment during the Opening Night and Welcome Dinner on 16 August 2017 		
LXXIII. DIVE FIESTA 2017 WEBSITE		
<p>Inclusive Dates: 17 August 2017 to 22 August 2017 Venue: Philippines Nature of Activity: Logo / Photo / Video Support - Media requirements</p> <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>		Completed

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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LXXIV. MABUHAY FESTIVAL IN CANADA		
<p>Inclusive Dates: 19 August 2017 to 02 September 2017 Venue: Vancouver, Toronto, Montreal and Calgary Nature of Activity: Special Event</p> <p>Short Description: The “Mabuhay Philippine Festival” is a partnership of the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) in line with the “Balikbayan Program”.</p> <p>The “Mabuhay Philippine Festival” is an annual two-day event in Toronto showcasing Philippine trade, tourism and talent. Now on its 19th year, the event is coordinated by Philippine Independence Day Council (PIDC), a volunteer-based umbrella organization primarily tasked with the celebration of Philippine Independence Day. It has evolved tremendously through the years, and is now regarded as one of the premier organizers of Filipino-Canadian community events in the Greater Toronto Area.</p> <p>The Festival attracts the participation of various Filipino community associations and Filipino leaders in Canada. As such, the Festival is a perfect activation venue whereby DOT and TPB can cascade to Fil-Canadians who</p>		<p>Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>have not gone back to the Philippines in a long time, a welcome invitation that offers compelling reasons to revisit the country, and to retrace their roots.</p> <p>The following Filipino-Canadian Association who partnered with the Philippine Tapestry:</p> <p>Vancouver : United Filipino Canadian Association in British Columbia (UFCABC)</p> <p>Toronto : Philippine Independence Day Council (PIDC)</p> <p>Montreal : Federation of Filipino Canadians Association of Quebec (FFCAQ)</p> <p>Calgary : Philippine Festival Council of Alberta (PFCA)</p>		
<p>LXXV. FESSAP 29TH SUMMER UNIVERSIADE IN TAIPEI</p>		
<p>Inclusive Dates: 19 August 2017 to 30 August 2017</p> <p>Venue: Taipei City</p> <p>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: 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">LXXVI. ASEAN TELECOMMUNICATIONS REGULATORS' COUNCIL (ATRC) SUB-WORKING GROUP ON SPECTRUM MANAGEMENT (SSM) MEETING BACK-TO-BACK WITH GSMA WORKSHOP</p>		
<p>Inclusive Dates: 21 August 2017 Venue: Marriott Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN Telecommunications Regulators' Council (ATRC) Sub-Working Group on Spectrum Management (SSM) Meeting Back-to-Back with GSMA Workshop, spearheaded by the Department of Information and Communications Technology (DICT) - National Telecommunications Commission (NTC) was held on 21 August 2017 in Marriott Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	<p align="center">40 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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LXXVII. 23RD ASEAN TELECOMMUNICATION REGULATORS' COUNCIL (ATRC) MEETING AND MEETING WITH DIALOGUE PARTNERS		
<p>Inclusive Dates: 22 August 2017 to 23 August 2017 Venue: Marriott Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 23rd ASEAN Telecommunication Regulators' Council (ATRC) Meeting And Meeting with Dialogue Partners, spearheaded by the Department of Information and Communications Technology (DICT) - National Telecommunications Commission (NTC) was held on 22-23 August 2017 in Marriott Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	90 participants	Complete
LXXVIII. ASEAN TELSOM-ATRC RETREAT FOR 2017		
<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:</p>	220 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>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>		
LXXIX. IBPAP HR SUMMIT 2017		
<p>Inclusive Dates: 23 August 2017 to 24 August 2017 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>		Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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LXXX. 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 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">80 participants</p>	<p align="center">Complete</p>
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LXXXI. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT 2017

<p>Inclusive Dates: 23 August 2017 to 30 August 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description:</p>		<p align="center">Completed</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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">LXXXII. 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 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 align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p align="center">LXXXIII. 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 align="center">LXXXIV. 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>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">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p align="center">LXXXV. ASIAPOP COMIC CONFERENCE 2017</p>		
<p>Inclusive Dates: 25 August 2017 to 27 August 2017 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Asia POP Comic Convention (APCC) is the biggest annual comic and pop culture convention in the region. The event brings the ultimate fan experience with powerhouse line-up of celebrity and entertainment guests, artists, cosplayers, digital stars and many more. It also delivers the greatest offerings in pop culture such as exclusive content and merchandise, larger-than-life props and exhibitions, family activities, contests, performances and panel sessions.</p> <p>TPB recommends the provision of welcome lei reception and airport access pass to ensure proper assistance for the arriving foreign VIP guests.</p>		<p align="center">Complete</p>

<p align="center">LXXXVI. MUSEUMSUFERFEST 2017</p>		
<p>Inclusive Dates: 25 August 2017 to 27 August 2017 Venue: Frankfurt museum embankment, Frankfurt, Germany</p>	<p align="center">Financial support</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Nature of Activity: Joint Promotion</p> <p>Short Description: The Museumsuferfest (Museum Embankment Festival) is a music, dance, and arts festival held in Frankfurt, Germany every year during the summer. It is the city's biggest event, and is also said to be one of the biggest festivals in Europe. In 2016, an estimate of 2 million people visited the 3 days of the Museumsuferfest, all coming from various parts of Germany, particularly the Hessen region. During this period, Frankfurt's museum bank located along the Main River is converted into one big festival. Stages and booths featuring a wide range of artists including bands, solo singers, instrumentalists, DJs, dancers, folk dancers, cultural performers, among others cover an 8 kilometer stretch on both sides of the Main River. Anyone is allowed to visit any stage/ booth of his liking, and watch the performing artists or join any of its activities all throughout the three days.</p> <p>This 2017, the Philippines will be participating in the Museumsuferfest through a partnership with the Frankfurter Musikkühne.</p>		
LXXXVII. 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		
Inclusive Dates: 27 August 2017 to 30 August 2017	80 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>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>		
LXXXVIII. SEMINAR WORKSHOP ON THE IMPLEMENTATION OF THE 2002 ASEAN-CHINA DECLARATION ON THE CONDUCT OF PARTIES ON THE SOUTH CHINA SEA		
<p>Inclusive Dates: 28 August 2017 to 29 August 2017 Venue: Conrad Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: Seminar Workshop on the Implementation of the 2002 ASEAN-China Declaration on the Conduct of Parties on the South China Sea, spearheaded</p>		Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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by the Department of Foreign Affairs (DFA) was held on 28-29 August 2017 in Conrad Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting		
LXXXIX. ASEAN WOMEN'S BUSINESS CONFERENCE		
<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>	250 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p align="center">XC. 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</p> <p>Short Description: 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.</p>		<p align="center">Completed</p>
<p align="center">XCI. PHILIPPINE CULTURAL COLLEGE</p>		
<p>Inclusive Dates: 01 September 2017 to 31 October 2017 Venue: Quezon City Campus Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Philippine Cultural college requested for their celebration as tourism month on September/October 2017 held in quezon city campus. Tourism</p>		<p align="center">Completed</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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Promotions Board supported the celebration by giving 100 pcs each of the following items: Omnibus Primer, Interim brochures and Poster 2nd edition.		
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XCII. JOINT PROMOTIONS WITH YONGSAN U.S. ARMY BASE

<p>Inclusive Dates: 01 September 2017 to 31 December 2017 Venue: Yongsan US Army Base, Yongsan-gu, Seoul, Korea Nature of Activity: Joint Promotions</p> <p>Short Description: This joint promotion implemented 2015 and 2016 as PDOT-Korea’s market development initiative to build up the expat market segment in Korea starting off with the US servicemen under DOT. To sustain the momentum in 2017, the continuation of the projects was proposed to TPB to reach out to a bigger population at the US base in Korea.</p> <p>The project is a joint promotions with U.S. Army Garrison (USAG) Yongsan targeting the servicemen and their dependents residing inside USAG as well as servicemen from other US bases in Korea, their friends and other “good neighbors’ with access to the USAG Yongsan.</p> <p>The promo run from September-December 2017. Participants must be active servicemen including their dependents, must be 18 years old, must bowl at</p>	<p>To promote the various travel destinations of the Philippines to the large number of US servicemen and their dependents in Korea</p>	<p align="center">Complete</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>the Yongsan Bowling lanes for a minimum of 3 games at one time to be able to fill up a raffle coupon and must travel with a battle body if he/she wins.</p> <p>PDOT partnered with Philippine Airlines to sponsor the airlines tickets while Golden Phoenix Hotel and Panglao Bluewater Resort sponsored the accommodation for the winners. Two sets of winners received their prizes in two draws done at the end of every 2 months-promo. The promo was advertised every month at The Community Connection Magazine circulated at the US bases in Korea and broadcasted in 102.7FM AFN KOREA with listeners of about 10 million all over Korea.</p> <p>The Yongsan Bowling Center Marketing Department was also held the annual New Year's Eve Family Bowling Extravaganza attended by servicemen and dependents all over Korea. PDOT sponsored the grand prize (a Cebu airtel package) for 2 pax. PDOT logo was included in the event flyers.</p> <p>All prizes were valid for 6 months from draw date to ensure that winners will travel within 6 months for quick conversion.</p> <p>PDOT-Korea also conducted marketing activities at the events of the Non-Commissioned Officers Association (NCOA) who provided space for PDOT for Philippine tourism information dissemination and networking. Events include the American Forces' Spouses Club annual meeting in May where the Seoul Survivor book was also launched (Philippines has a full-page</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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ad in the said guidebook funded by TPB), and Retiree Appreciation Day in November.		
XCIII. 28TH PHILIPPINE TRAVEL MART		
<p>Inclusive Dates: 01 September 2017 to 03 September 2017 Venue: SMX Convention Center, Pasay Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: The 28th edition of the annual Philippine Travel Mart last 01 - 03 September 2017 occupied a total of 3,351 exhibitors area equivalent to 211 booths participated in by 238 companies utilizing Halls 1-4 of the SMX Convention Center in Pasay City.</p> <p>The Department of Tourism through the Tourism Promotions Board Philippines occupied the biggest area with 354 square meters exhibition area, equivalent to combined 5 pavilions, housing all the regional offices and attached agencies of the Department of Tourism showcasing Philippine beach destinations.</p>	51 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Supporting the community based tourism, the 28th PTM was the right venue to get the latest update on the community based program. The 28th PTM has adopted WWF (Wild World Fund) as its advocacy partner</p> <p>It is continuing advocacy in promoting Philippine culture and heritage, a much higher level of competitiveness as shown by the participation of 891 students coming from 75 schools and universities all over the Philippines.</p> <p>Indeed, the 28th PTM has once again proven that is the best platform in promoting domestic tourism and creating awareness of Philippine travel destinations</p> <p>The 50 Shades of Fun @ the 28th PTM surely reflects the variety of vacation packages proving that IT'S MORE FUN IN THE PHILIPPINES.</p> <p>MARCOM assisted by photo and video coverage of the Philippine Travel Mart in SMX Convention Center.</p>		
<p>XCIV. EMBASSY FESTIVAL</p>		
<p>Inclusive Dates: 02 September 2017 Venue: Netherlands 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: 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>		
XCV. 2ND ASEAN CONGRESS ON MANGROVE RESEARCH AND DEVELOPMENT: MANAGING SUSTAINABLE MANGROVES IN THE FACE OF CLIMATE CHANGE		
<p>Inclusive Dates: 04 September 2017 to 07 September 2017 Venue: Conrad Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 2nd ASEAN Congress on Mangrove Research and Development: Managing Sustainable Mangroves in the Face of Climate Change, spearheaded by the Department of Environment and Natural Resources (DENR)- Ecosystems Research and Development Bureau (ERDB) was held on 04-07 September 2017 in Conrad Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	150 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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XCVI. IFTM TOPRESA BOOTH DESIGN

<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>
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XCVII. PATA TRAVEL MART 2017 BOOTH GRAPHICS

<p>Inclusive Dates: 04 September 2017 to 07 September 2017 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</p>		<p align="center">Completed</p>
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ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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maintain existing relationships. Marcom provided Iloilo, Bohol and Palawan as graphics for the booth.		
XCVIII. BUSINESS MEETINGS IN SEOUL, KOREA AND ICCA ASIA PACIFIC CLIENT/SUPPLIER BUSINESS WORKSHOP		
<p>Inclusive Dates: 04 September 2017 to 08 September 2017 Venue: Park Hyatt Hotel, Busan, South Korea Nature of Activity: Others - MICE Membership</p> <p>Short Description: The ICCA Client/Supplier Business Workshop is an intensive and focused two-day networking event between meeting suppliers (mostly convention bureaus) and clients (association executives). It provides a platform for them to meet face-to-face and discuss business prospects in a tailor-made workshop environment.</p> <p>The Workshop allows a minimum of 10 and a maximum of 15 ICCA members, each of them inviting an association client (who is a decision-maker of an international association) to the Workshop to discuss conference requirements. The Association clients are vetted and approved by ICCA to ensure the quality of clients scouting for destinations and venues for their upcoming association events.</p>		Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>This event has been held annually after previous successful editions in Kuala Lumpur (2005), Seoul (2006), Singapore (2008), Taipei (2011), Kuching (2012), Macao (2013), Gold Coast (2014) and Fukuoka (2015).</p> <p>For this edition, the TPB has sponsored Prof. Isabelita Rogado, Secretary of the World Federation of Critical Care Nurses (WFCCN). Founded in 2000, WFCCN is an international federation comprised of national critical care nursing associations from over 40 countries. In particular, she has been chosen for the ICCA Client/Supplier Business Workshop due to WFCCN's potential in bringing one of their annual meetings to the Philippines.</p> <p>Moreover, to maximize the trip, the TPB conducted sales calls to the Korea MICE Association and Mode Tour, one of the largest MICE travel agents in Seoul, in coordination with our DOT - Seoul Office.</p>		
XCIX. 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</p>		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>		
<p align="center">C. SHORT HOLIDAYS AND GETAWAYS WEBSITE</p>		
<p>Inclusive Dates: 06 September 2017 to 07 September 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Request of Boracay, Palawan and Cebu photos to be used in Short Holidays and Getaways website.</p>		<p align="center">Completed</p>
<p align="center">CI. 4TH INCENTIVE, CONFERENCE AND EVENT SOCIETY ASIA PACIFIC (ICESAP) CONFERENCE</p>		
<p>Inclusive Dates: 06 September 2017 to 08 September 2017 Venue: W Shanghai, The Bund, Shanghai, China Nature of Activity: Others - MICE Membership Short Description:</p>	<p align="center">150 delegates</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>The 4th annual ICESAP Conference took place at W Shanghai, The Bund in Shanghai, China from September 6 - 8, 2017. The three (3) day event was attended by more than 150 delegates from 12 countries (Singapore, Australia, China, Hong Kong, Korea, Malaysia, Indonesia, Thailand, The Philippines, South Korea, Hawaii and the USA). Attendees comprised of corporate buyers/clients, hotels, tourism boards, convention bureaus, travel agencies, and industry suppliers largely coming from Asia Pacific countries.</p> <p>The 2017 conference opened with an evening Cocktails Reception followed by a full day of plenary sessions featuring both keynote presentation from leading industry figures and panel sessions discussing topical industry challenges, best practices and opportunities, the ICESAP Gala Dinner, and finishing with a morning of educational and practical workshops.</p> <p>Day 1: Leaders' Forum (06 September 2017)</p> <p>As TPB secured membership in ICESAP as a Foundation Patron, TPB is classified under "Partner" and, as such, all TPB representatives attended the Leaders' Forum for Partners. Only Partner Delegates were admitted to this closed-door session.</p> <p>The Leaders' Forum was concluded with a joint session where the moderators brought to the combines group the findings of their sessions and sought an agreement by popular vote on an implementation plan or further investigation steps required.</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>As the majority of the attendees at the Partner’s Forum were hotel industry representatives and travel agents, the most lengthily discussed topic was the agents’ percentage of commissions. Participants debated on the standard or acceptable percentage in the industry. Nothing was finalized because of the argument that the percentage of commissions still depend on the agreement of both parties.</p> <p>Day 2: Plenary Sessions (07 September 2017)</p> <p>In his address, Dr. Weijia reported that a leading global online MICE platform should be a network of 3900+ corporate accounts. He advised to secure key partnerships with major hotel brands such as, IHG, Hilton, Accor and Marriott, etc. Further, key partnerships with global M&E agencies, BCD Meetings & Events.</p> <p>Panel Discussions:</p> <ul style="list-style-type: none"> ● Straight from the Customer - China Market Opportunities ● Data Privacy and Protection ● Skills of the Future - Professional Development Needed Today ● Environmental Sustainability - What’s New, What’s Next? <p>Day 3: Innovation Workshops (08 September 2017)</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>There were three (3) practical and educational workshops led by three global agencies held simultaneously throughout the morning of the third and last day of the conference. The delegates were divided into 3 groups and were able to attend all three workshops:</p> <ul style="list-style-type: none"> ● Topic # 1: Never Thought of That ● Topic # 2: Going Beyond the Event Brief ● Topic # 3: China Destination Management Innovation <p>TPB representatives provided the following promotional materials and giveaways: Omnibus Primer, Destination Brochures, Travel wallet and USB</p>		
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CII. TPB/DOT OSAKA & CEBU PACIFIC GOLF FAMILIARIZATION TRIP

<p>Inclusive Dates: 06 September 2017 to 10 September 2017 Venue: Manila and Environs Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT Osaka has finalized negotiations with Cebu Pacific West Japan officials on the implementation of a series of familiarization tours for travel agents and media for the year 2017. This second familiarization trip is scheduled to focus on the promotion of different golf courses in proximity to Metro Manila. The familiarization trip is scheduled on 06 - 10 September 2017.</p>	10 participants	Complete
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ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Even Magazine is proposing for a 6-page feature on the Philippine Golf. Minami Nihon Broadcasting slot for the promotion of the Philippines and golf tourism of the country. The travel agent participants on the other hand will create and promote golf package tours to the Philippines.</p> <p>The TPB/DOT Osaka and Cebu Pacific Golf Familiarization Trip consisted of seven golf media and two travel agent participants hailing from Osaka, Fukuoka and Kagoshima prefecture.</p> <p>TPB coordinated with the private sector in Manila, Tagaytay and Batangas for accommodation, golf games and meal hosting.</p> <p>TPB hosted the following inclusions of the trip that further strengthened the bonds between the participant and coordinator:</p> <ul style="list-style-type: none"> ● Full board meals ● Overnight accommodation in Maxims Hotel, Hyatt City of Dreams Manila, Taal Vista Hotel and Ascott Makati ● Golf games in Tagaytay Highlands and Mt. Malarayat Golf & Country Club ● Manila tours and activities with Japanese speaking guide ● Transportation services 		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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CIII. CONSULTATIVE WORKSHOP AMONG ASEAN MEMBER STATES ON THE DEVELOPMENT OF THE ASEAN EHEALTH PLAN OF ACTION

<p>Inclusive Dates: 07 September 2017 to 08 September 2017 Venue: Diamond Hotel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: Consultative Workshop among ASEAN Member States on the Development of the ASEAN eHealth Plan of Action, spearheaded by the Department of Health (DOH) was held on 7-8 September 2017 in Diamond Hotel. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	55 participants	Complete
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CIV. 49TH ASEAN ECONOMIC MINISTERS' (AEM) MEETING AND RELATED MEETINGS

<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: The 49th ASEAN Economic Ministers' (AEM) Meeting and Related Meetings dinner reception as hosted by the Department of Trade and Industry on 09</p>	450 participants	Complete
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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>CV. LOYALTY AWARD 2017</p>		
<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>
<p>CVI. ASEAN-JAPAN MINISTERIAL ROUNDTABLE DISCUSSION ON COUNTERING FAKE NEWS AND COMMUNICATING THE RIGHT INFORMATION</p>		
<p>Inclusive Dates: 08 September 2017 to 10 September 2017 Venue: Seda, Quezon City</p>		<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: ASEAN-Japan Ministerial Roundtable Discussion on Countering Fake News and Communicating the Right Information, spearheaded by the Presidential Communications Operations Office (PCOO) was held on 8-10 September 2017 in Seda Quezon City. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>		
CVII. 20TH BUSAN INTERNATIONAL TRAVEL FAIR (BITF2017)		
<p>Inclusive Dates: 08 September 2017 to 11 September 2017 Venue: Busan Exhibition and Convention Center (BEXC), Busan, Korea Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: BITF is the biggest annual travel show in Busan, Korea's second largest source of Korean outbound travelers. It is organized by the Busan Metropolitan City, Busan Tourism Association and KOTFA Co., Ltd.</p> <p>Given the good relationship of the BITF organizers and DOT/TPB, 2 booth spaces were again given free in 2017 for a total of 90 square meters for the Philippine stand. Generally a consumer show, 3 other companies joined</p>	7 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Philippine Airlines - Plantation Bay Mactan, Blue Ocean Boracay and SMEAG, an ESL consolidator/provider in Korea. Their participation aimed to establish and maintain their rapport with the Busan travel trade and maximize their exposure in the source market.</p> <p>The Philippines had the best location of the show, shared with Busan Metropolitan City immediately after the main door, and ahead, even better, than the Korea Tourism Organization (KTO) which was located next to the Philippines. The booth construction was patterned after our pavilion in KOTFA 2017 with the ornate, paper-like fabric providing a bright, pleasant atmosphere that enhanced the large destination images/panels.</p> <p>Periodic performances were held on the stage that welcomed the show patrons at the main door. Sindaw Philippines Performing Arts Guild packaged the presentations to include 2 gifted singers, 3 musicians/instrumentalists and 5 dancers. At the end of the show, the Philippines again won the award for the Best Folkloric Performance.</p>		
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CVIII. XI'AN AGENTS FAMILIARIZATION TOUR

<p>Inclusive Dates: 08 September 2017 to 17 September 2017 Venue: Cebu, Dumaguete, Bohol Nature of Activity: Invitational / Familiarization Trip</p>	<p align="center">17 participants</p>	<p align="center">Complete</p>
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**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Short Description: Okay Airlines will launch direct flight from XIY (Xi'an) to CEB (Cebu) in November this year. This will be a welcome addition to the growing number of new routes between Chinese cities and our tourist destinations. Xi'an being one of China's emerging megacities will open opportunities not only for tourism but also for cultural and educational exchanges between the two countries.</p> <p>In this regard, DOT – Beijing, through the Tourism Promotions Board has organized a familiarization tour for 17 Chinese travel agents in Cebu, Dumaguete and Bohol last 08 – 17 September 2017 to support this endeavor.</p>		
<p align="center">CIX. 26TH PHILIPPINES-KOREA CULTURAL EXCHANGE FESTIVAL</p>		
<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</p>		<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>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> <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</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>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 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 cacha 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>		
CX. 27TH CONGRESS OF EUROPEAN RESPIRATORY SOCIETY (ERS)		
<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</p>		Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>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>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>		
CXI. 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</p>	150 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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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.

CXII. JOINT PROMOTIONS WITH CEBU PACIFIC AIR IN CEBU AND BORACAY

<p>Inclusive Dates: 11 September 2017 to 16 September 2017 Venue: Cebu and Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT-Taiwan, through the Tourism Promotions Board in cooperation with Cebu Pacific, is organizing a familiarization tour for Taiwanese key opinion leaders (KOLs) in Cebu and Boracay on 11-16 September 2017. DOT-Taiwan believes that these key opinion leaders (KOLs) will help enhance Philippines' brand and image and will help boost the Philippine tourism. These KOLs are great influencers for most Taiwanese in terms of travel planning. Philippines will definitely benefit from the media mileage generated by this trip. Hence, DOT-Taiwan is taking this opportunity to promote new products and destinations.</p>	13 participants	Complete
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CXIII. SHENZEN AIRLINES FAMILIARIZATION TOUR

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 11 September 2017 to 17 September 2017 Venue: Manila and Puerto Princesa Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) in coordination with the Department of Tourism in Shanghai, has organized the Shenzhen Airlines and Agents Familiarization Tour in Manila and Puerto Princesa on 11 – 17 September 2017.</p> <p>To provide assistance of the launching of Shenzhen Airline’s new Shenzhen-Manila flight and to sustain the momentum, support existing programs and encourage new ones, and introduce new destinations to the Shenzhen market and other markets that are via Shenzhen hub especially with the recent and upcoming improvements in our international airports, Shenzhen Airlines is collaborating with DOT Shanghai to invite Shenzhen travel agents (wholesalers and retailers) to have a familiarization tour to the Philippine destinations.</p>	<p style="text-align: center;">15 participants</p>	<p style="text-align: center;">Complete</p>
CXIV. INTERSESSIONAL MEETING OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP WORKING GROUP ON INVESTMENTS		
<p>Inclusive Dates: 12 September 2017 to 17 September 2017</p>	<p style="text-align: center;">65 participants</p>	<p style="text-align: center;">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Venue: PICC, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: Intersessional Meeting of the Regional Comprehensive Economic Partnership Working Group on Investments, spearheaded by the Department of Trade and Industry (DTI) - Board of Investments (BOI) was held on 12-17 September 2017 in Philippine International Convention Center (PICC). The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>		
<p align="center">CXV. 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>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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CXVI. AUSTRALIAN GOLF TOUR

<p>Inclusive Dates: 13 September 2017 Venue: Tagaytay City, Batangas Nature of Activity: Others - Dinner Hosting</p> <p>Short Description: Travel activity around golf is a driver of domestic and international tourism in Australia. It is reported that the average core golf tourist spend on international golf trips is \$7,380. It also noted that golf tourists are twice as likely to book an international golf holiday through a specialist golf travel agent as compared to booking domestic trips. In view of this, Philippines Club Tours organize Nudgee Members Philippines Golf Tour. The event spans from 10 – 18 of September 2017. It includes 6 international standard golf courses with high profile participants.</p> <p>This will be a great opportunity to market golf tourism in the country to Australia’s core golf tourists. Likewise, Tourism Promotions Board will host a dinner on twenty (20) participants of the event on 13 September 2017 at Antonio’s Restaurant in Tagaytay together with welcome souvenir pack giveaways.</p>	<p>16 participants</p>	<p>Complete</p>
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CXVII. OYSTER CARD WALLET FOR DIVERS’ NIGHT

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<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 catch the attention of the people. Marcom provided Pescador Island, Cebu as image for the card wallet.</p>		Completed
CXVIII. 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>	36 Foreign and 55 Local Participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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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)		
CXIX. PACIFIC ASIA TRAVEL ASSOCIATION (PATA) TRAVEL MART 2017		
<p>Inclusive Dates: 13 September 2017 to 15 September 2017 Venue: The Venetian Macao Resort Hotel Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: PATA Travel Mart (PTM) is the Association’s signature event and Asia Pacific’s 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. The PATA Philippine Chapter has committed to invite their members to participate in the event. In this regard, TPB has reserved a 144 square meter booth space that can fit 16 private sector companies. The Philippine sellers are entitled to 30 pre-matched appointments as well as invitation to meal receptions and transfers during the 3-day event.</p>	8 participants	Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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CXX. 6TH ARANGKADA PHILIPPINES ANNIVERSARY FORUM		
<p>Inclusive Dates: 14 September 2017 Venue: Marriott Grand Ballroom Nature of Activity: M.I.C.E. Booked Event - National</p> <p>Short Description: The Joint Foreign Chambers of the Philippines (JFC) is a coalition of the American, Australian-New Zealand, Canadian, European, Japanese, Korean chambers and PAMURI.</p> <p>The JFC supports and promotes open international trade, increased foreign investment, and improved conditions for business to benefit both the Philippines and the countries the JFC members represent.</p> <p>Arangkada Philippines is the major advocacy, launched in 2010, of the Joint Foreign Chambers (JFC) to increase investment and employment in the Philippines. These goals are elaborated in its main policy document Arangkada Philippines 2010: A Business Perspective.</p> <p>The Arangkada Forum 2017 will emphasize the Ten-point Socio-Economic Agenda of the Duterte Administration. The speakers and panelists from</p>	<p>617 Participants</p>	<p>Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>public and private sectors will discuss key programs and policies that support the Ten-point agenda.</p> <p>The Forum is expecting 650 participants from the business and government sectors composed of investors, industry experts, diplomats, media and college/university students.</p> <p>TPB's Commitment: 1) Provision of catch bags and lanyards, and 2) Endorsement to DOT for airport reception for arriving foreign delegates and speakers</p> <p>Commitment of JFC: 1) Ensure the attendance of at least 585 delegates (90% of expected 650 delegates) 2) Include TPB logo/profile and Philippines tourism brand in the events collaterals materials 3) Show an AVP on the Philippines during event breaks, if feasible 4) Submit a brief report of the Arangkada Forum together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos.</p> <p>Media Mileage: Website ad banner of TPB logo with hyperlink on Arangkada website for (1) year</p>		

CXXI. 38TH AIPA GENERAL ASSEMBLY

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Inclusive Dates: 14 September 2017 to 20 September 2017 Venue: PICC, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 38th AIPA General Assembly, spearheaded by the ASEAN Inter-Parliamentary Assembly (AIPA) was held on 14-20 September 2017 in Makati Shangri-La. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	<p align="center">65 participants</p>	<p align="center">Complete</p>
<p>CXXII. WALL STREET JOURNAL DIGITAL AD</p>		
<p>Inclusive Dates: 14 September 2017 to 20 September 2017 Venue: Hong Kong & Malaysia Nature of Activity: Others - Web Banner</p> <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 align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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CXXIII. ASEAN'S 50 YEARS		
<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>		Completed
CXXIV. PARUL TOURS & TRAVELS INCENTIVE TOUR		
<p>Inclusive Dates: 15 September 2017 to 18 September 2017 Venue: Manila/ Cebu Nature of Activity: Incentive Trip</p> <p>Short Description:</p>	24 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Parul Tours and Travels requested TPB to provide quotations from local Destination Management Companies (DMCs) on an incentive package for 3 days 2 nights in Manila or Cebu for 24 pax.</p>		
<p>CXXV. TPB/DOT KOREA CYCLING THE PHILIPPINES</p>		
<p>Inclusive Dates: 16 September 2017 to 21 September 2017 Venue: Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) through Philippine Department of Tourism Korea coordinated with the leading TV station, magazine and bloggers from Korea to feature Cebu as a cycling destination, with the theme “Cycling in the Philippines” on 16 - 21 September 2017 in Cebu.</p> <p>With an estimated 10 to 12 million current population of Korean cyclists, it’s a great opportunity to develop and offer new tour packages to the Koreans.</p> <p>The said familiarization trip was comprised of 13 participants from KBS2 TV, Lonely Planet Korea, Korean bloggers and RPlay with DOT Korea staff.</p>	<p align="center">8 Participants</p>	<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p align="center">CXXVI. HOSTING OF THE ANNUAL CONFERENCE OF ASEAN REGIONAL FORUM HEADS OF DEFENSE UNIVERSITIES, COLLEGES AND INSTITUTES MEETINGS</p>		
<p>Inclusive Dates: 17 September 2017 to 20 September 2017 Venue: Sofitel Metro Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: Hosting of the Annual Conference of ASEAN Regional Forum Heads of Defense Universities, Colleges and Institutes Meetings, spearheaded by the National Defense College of the Philippines (NDCP) was held on 17-20 September 2017 in Sofitel Metro Manila. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	<p align="center">105 participants</p>	<p align="center">Complete</p>
<p align="center">CXXVII. LUXPERIENCE 2017</p>		
<p>Inclusive Dates: 17 September 2017 to 20 September 2017 Venue: Doltone House Australian Technology Park, Sydney, Australia Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description:</p>	<p align="center">4 private sectors</p>	<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>The Tourism Promotions Board (TPB) spearheaded the Philippines' participation in Luxperience on 17 – 20 September 2017 at the Carriageworks in Sydney, Australia</p> <p>Luxperience is a travel trade forum based in the Australasia and Pacific region for companies specializing in luxury travel and business events. The event is by invitation only where delegates are thoroughly vetted and qualified, to ensure they match the program, the requirements and needs of companies as well as provide new business opportunities. The highlight of Luxperience is the three-day intimate business-to-business (B2B) event that will provide access to the highest quality buyers of high-end and premium travel experiences, wherein a significant portion is MICE, particularly incentive travel.</p> <p>TPB began its participation in Luxperience in 2014, following a recommendation of DOT Sydney Office, to reach out to the luxury market and to establish awareness of the Philippines as a destination for MICE/ Business events and as a luxury destination for elite travelers.</p> <p>This 2017, Luxperience maintained a healthy ratio of buyers; 16% North America, 15% Asia, UK & Europe 10%, South America 5%, Middle East Africa India 3% and Australia, New Zealand & South Pacific 51%. The buyers consists of Luxury Travel Designers, private travel club, managers, concierge providers, senior event curators, incentive organizers, corporate event</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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managers, corporate travel managers, executive assistants, personal assistants, procurement managers, media, key opinion leaders, influencers. In TPB's fourth year participation, the Philippine stand occupied a 36-square-meter space co-shared with four (4) private sector participants.		
CXXVIII. 2ND SPECIAL ASEAN MINISTERIAL MEETING ON THE RISE OF RADICALISATION AND VIOLENT EXTREMISM (SAMMRRVE)		
Inclusive Dates: 17 September 2017 to 22 September 2017 Venue: Blue Leaf Filipinas, Manila Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship 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.	450 participants	Complete
CXXIX. 11TH ASEAN MINISTERIAL MEETING ON TRANSNATIONAL CRIME AND RELATED MEETINGS; PREP SOMTC FOR THE 11TH AMMTC		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<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 procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	450 participants	Complete
CXXX. 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:</p>	10 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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, 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>		
<p>CXXXI. SHANGHAI MICE AGENTS FAM TOUR</p>		
<p>Inclusive Dates: 17 September 2017 to 23 September 2017 Venue: Manila - Cebu - Boracay Nature of Activity: Invitational / Familiarization Trip</p>	<p align="center">15 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Short Description:</p> <p>DOT-Shanghai, in partnership with Philippine Airlines and Shangri-La Resorts & Spa, will organize a familiarization trip for Shanghai MICE Agents on 17 to 23 September 2017 in Manila, Cebu and Boracay. Philippine Airlines will sponsor the international and domestic roundtrip air tickets of the participants while Shangri-La Hotel Resorts & Spa will handle the hotel accommodation for the entire trip. As part of the itinerary, participants are expected to inspect the Shangri-La properties in selected destinations.</p> <p>The trip is expected to be participated in by 10-15 MICE Agents from Shanghai.</p> <p>This trip will present an insight of the Philippines' latest infrastructure, facilities and capabilities, 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, corporate meetings and incentive travel groups from Shanghai.</p> <p>The trip is also positioned to prepare the Philippines for Golden Week Holiday Season travel. The Golden Week is an 8-day China National Holiday in October during which the Chinese travel overseas for their vacation.</p>		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p align="center">CXXXII. INTERNATIONAL BAPTIST COLLEGE</p>		
<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>
<p align="center">CXXXIII. INTERNATIONAL ASSOCIATION OF PROFESSIONAL CONGRESS ORGANIZERS (IAPCO) EXPERTS IN DYNAMIC GLOBAL EDUCATION (EDGE) EDUCATION</p>		
<p>Inclusive Dates: 18 September 2017 to 20 September 2017 Venue: Kuala Lumpur Convention Center, Malaysia Nature of Activity: Others - Membership</p> <p>Short Description: The International Association of Professional Congress Organizers (IAPCO) was founded in 1968. Currently represented by more than 120 professional</p>	<p align="center">36 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>organizers, meeting planners and managers of international and national congresses, conventions and special events from 41 countries.</p> <p>IAPCO's commitment is to raise the standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals.</p> <p>EDGE Seminar is IAPCO's new educational offering and it is being held in different regions worldwide. The EDGE Seminars provides three levels of education, giving the participants the advantage they need in a global competitive environment. It's focused is on professional congress organization.</p> <p>The speakers/presenters of EDGE Seminar in Kuala Lumpur are IAPCO's President and Vice President, Ms. Jan Tonkin and Mr. Mathias Posch, respectively plus, Ms. Sarah Markey-Hamm, CEO of ICMS Australia. Their long years and experience in the meeting industry makes them the experts in conducting the EDGE seminars.</p> <p>The Philippine Convention Bureau and the Philippine Conventions and Visitors Corporation, former names of TPB, was previously a member of IAPCO for almost a decade.</p>		

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Objectives of participation: 1. To learn and acquire comprehensive, up-to-date and concrete information and practical skills on the meeting industry 2. To observe the proceedings to explore the possibility of bidding for a future EDGE Education in the Philippines 3. Establish new business connections</p>		
<p>CXXXIV. DIVE BIRMINGHAM 2017</p>		
<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 using dive images to stick behind the car rear window, laptops, notebooks, etc.</p>		<p align="center">Completed</p>
<p>CXXXV. CIMA LIGHTING SDN BHD INCENTIVE TRAVEL GROUP</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 18 September 2017 to 21 September 2017 Venue: Hennan Regency Resort and Spa, Boracay, Aklan Nature of Activity: Incentive Trip</p> <p>Short Description: The Market Representative of the Philippine Department of Tourism (PDOT) in Malaysia referred to the Tourism Promotions Board (TPB) the request of Future Travel pertaining to the incentive group from CIMA Lighting Sdn Bhd.</p> <p>Future Travel & Tours Sdn Bhd is sending to Boracay an incentive group from CIMA Lighting Sdn Bhd comprising of 46 pax scheduled on 18-21 September 2017. The CIMA Lighting incentive group will fly direct to Kalibo, Aklan via Air Asia.</p> <p>CIMA Lighting Sdn Bhd, incorporated in October 1992, is a Malaysian company specializing in decorative lighting fittings/fixtures and electrical home appliances for the past 19 years. Currently, CIMA has four branches across Malaysia.</p> <p>TPB's Commitment: 1) Provision of cacha beach towels, cacha bags and tourism brochures, and 2) Endorsement to DOT for airport reception and welcome leis</p>	<p style="text-align: center;">46 participants</p>	<p style="text-align: center;">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>Commitment of Future Travel: 1) Ensure the attendance of the group of at least 40 pax and 2) Submit a brief account of tour of the CIMA Lighting incentive group together with photos and videos of the event and the final list of participants with their email addresses, if feasible.</p>		
<p>CXXXVI. 4TH PINOY CHIKKA: A FORUM ON THE LATEST TOURISM TRENDS</p>		
<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>		<p align="center">Completed</p>
<p>CXXXVII. 34TH MARITIME TRANSPORT WORKING GROUP MEETINGS</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 19 September 2017 to 21 September 2017 Venue: Hennan Bohol Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: 34th Maritime Transport Working Group Meetings, spearheaded by the Department of Transportation (DOTr) was held on 19-21 September 2017 in Hennan Bohol. The basic assistance of providing welcome lei reception and airport assistance was given to the delegates of the meeting</p>	200 participants	Complete
CXXXVIII. 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>	35 Foreign and 400 Local Participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<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 align="center">CXXXIX. INTERNATIONAL YEAR OF SUSTAINABLE DEVELOPMENT: THE RISE OF THE ECO-WARRIORS</p>		
<p>Inclusive Dates: 20 September 2017 to 21 September 2017 Venue: Mo. Consuelo Barcelo Theater Nature of Activity: Collateral Support - IMFITP 2017 campaign</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 align="center">Completed</p>
<p align="center">CXL. HONG KONG - PHILIPPINE AIRLINES FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 21 September 2017 to 22 September 2017</p>	<p align="center">10 participants</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Venue: Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Department of Tourism in Shanghai, in coordination with the Tourism Promotions Board (TPB) Philippines, will organize the Hong Kong – Philippine Airlines in Manila on 21 – 22 September 2017.</p> <p>The Philippine Airlines in Hong Kong has organized an inspection tour for twelve (12) Hong Kong owners and general managers of their respective Travel Agencies on 21 – 22 September 2017. The group will be here to conduct an inspection tour of the new developments and tour packages of the casino hotels/resorts in Manila.</p>		
CXLI. UNION OF INTERNATIONAL ASSOCIATION (UIA) ROUND TABLE ASIA PACIFIC		
<p>Inclusive Dates: 21 September 2017 to 22 September 2017 Venue: Le Meridien Hotel, Chiang Mai, Thailand Nature of Activity: Others - Membership</p> <p>Short Description: The Union of International Associations (UIA) was founded in 1907 to document and promote the work of international associations, to provide</p>	<p>52 Associations/Entities (80 delegates)</p>	<p>Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>information and education to international civil society players. It currently maintains profiles of over 37,000 active international organizations worldwide.</p> <p>UIA is non-profit, apolitical, independent, and non-governmental in nature. It has been a pioneer in the research, monitoring and provision of information on international associations and their global challenges.</p> <p>The UIA Round Tables is the core of UIA’s education project whose partners (the city, regional, or national offices for tourism and conventions) understand and importance of association’s contributions to the local economy and culture.</p> <p>The event's speakers and participants are the very people involved in managing their associations. The speakers share their own experience in meeting challenges in membership, communication, funding, governance and more while the participants exchange knowledge and concerns through the workshops and discussion.</p> <p>Objectives of participation: 1. To learn and acquire broad and up-to-date information on managing international associations/ organizations and the challenges they are currently facing 2. To gain new links with international associations through networking activities and discussions 3. To explore the possibility of bidding for a future edition of UIA Round.</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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The TPB, formerly Philippine Convention Bureau and Philippine Convention & Visitors Corporation, is a member of UIA since 1979. Two MICE officers represented TPB in UIA Round table.		
CXLII. WORLD OF SAFETY AND SECURITY EXPO (WOSAS) AND WORLD OF CONSUMER ELECTRONICS EXPO (WOCEE) 2017		
<p>Inclusive Dates: 21 September 2017 to 24 September 2017 Venue: World Trade Center Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Trade Net Events Management will be hosting the World of Safety and Security Expo (WOSAS) in conjunction with the World of Consumer Electronics Expo (WOCEE) on 21 – 24 September 2017 at the World Trade Center Manila. Both events expect to gather 100 foreign exhibitors from China, Hong Kong, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand and U.S.</p> <p>TPB recommends the provision of the following:</p> <ul style="list-style-type: none"> • Airport assistance for both events • Inclusion of the event in TPB social networking sites • Tourism brochures 		Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<ul style="list-style-type: none"> • Giveaways 		
<p align="center">CXLIII. 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 align="center">CXLIV. ASEAN BLOGGER'S TRIP</p>		
<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:</p>		<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>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 		
<p>CXLV. KULINARYA EVENT IN USA</p>		
<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>		<p align="center">Completed</p>
<p>CXLVI. MANILA TOUR OF MR. ANTHONY TOZZI</p>		

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>Inclusive Dates: 22 September 2017 to 26 September 2017 Venue: Manila and Corrigedor 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>	1 participant	Complete
CXLVII. CHINESE BLOGGERS' TRIP TO CEBU AND PUERTO PRINCESA		
<p>Inclusive Dates: 24 September 2017 to 01 October 2017 Venue: Cebu and Puerto Princesa Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT-China, through the Tourism Promotions Board will organize a familiarization tour for Chinese celebrity bloggers in Cebu and Puerto Princesa on 24 September to 01 October 2017. This familiarization trip is in</p>	5 participants	Complete

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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<p>partnership with Philippine Airlines and TripAdvisor. The Philippine Airlines will sponsor air ticket requirements and the TripAdvisor will provide platform for Weibo interaction during the trip. This bloggers' trip will generate hype about the featured Philippine destinations in TripAdvisor, Chinese social media and reach at least 2.6 million potential Chinese travelers through the bloggers interaction with fans through PAL, DOT and TripAdvisor's social media accounts (Weibo, WeChat) and live online broadcasts.</p>		
<p align="center">CXLVIII. 35TH ASEAN MINISTERS ON ENERGY MEETING (AMEM) AND ASSOCIATED MEETINGS</p>		
<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 project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">700 participants</p>	<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
3RD QUARTER 2017**

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CXLIX. 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>	<p align="center">30 Foreign</p>	<p align="center">Complete</p>
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CL. INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA (IT&CMA) 2017

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<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>For 2017, a targeted 400 international buyers from both MICE and corporate travel industries are expected to attend IT&CMA 2017. Our participation in</p>	<p style="text-align: center;">25 participant</p>	<p style="text-align: center;">Complete</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>IT&CMA aims to enhance business relations with international buyers and firm up previously gathered business leads.</p> <p>MARCOM assisted by creating a design for the Swivel USB Flash Drive with PHILIPPINE Logo and Tourism Promotions Board running text. Designed for the shirt is the doodles of Cebu, Boracay and Manila, as well as hashtags in relation to the event.</p>		
CLI. 25TH ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC) ANNUAL CONFERENCE		
<p>Inclusive Dates: 27 September 2017 to 29 September 2017 Venue: Miriam College, Quezon City 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>		Complete

ACCOMPLISHMENT REPORT
3RD QUARTER 2017

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<p>TPB recommends the provision of the following:</p> <ul style="list-style-type: none"> •PM snacks for 300 conference delegates •VIP Giveaways •Airport reception and facilitation 		
CLII. 12TH ASEAN INTERNATIONAL BARTENDING CHAMPIONSHIP		
<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>		Complete

**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>TPB's assistance: financial sponsorship to shoulder partially the delegates lunch on 29 September 2017</p>		
<p align="center">CLIII. SURVIVAL OF TOURISM: IMPACTS, OPPORTUNITIES AND POSSIBILITIES</p>		
<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>		<p align="center">Completed</p>