

[ADMINISTRATIVE ORDER NO. 281, March 01, 2010]

CREATING A NATIONAL ORGANIZING COMMITTEE TO SUCCESSFULLY PLAN AND EXECUTE THE PROGRAMS TO CELEBRATE THE HONOR OF THE PHILIPPINES AS THE ASEAN CULTURAL CAPITAL (2010-2011) USHERED IN WITH THE AMCA-SOMCA MEETINGS AND THE 4TH ASEAN FESTIVAL OF ARTS TO BE HELD IN CLARK, PAMPANGA, ON MARCH 22 – 26, 2010

WHEREAS, the Philippines is honored for the first time with the title of ASEAN Cultural Capital as the host of the 4th Meeting of the ASEAN Ministers Responsible for Culture and the Arts (AMCA), AMCA+3, and 4th ASEAN Festival of Arts (AFA) scheduled in Pampanga in 22-26 March 2010, in conjunction with the observance of the United Nations Educational Scientific and Cultural Organization (UNESCO) International Theater Institute (ITI) World Theater Week Observance and the United Nations International Women's Day Observance on the International Year of the Rapprochement of Culture and Biodiversity, as declared by the United Nations (UN);

WHEREAS, the honor can best be applied to project the Philippines as a cultural gateway to the ASEAN region in order to provide a heritage-habitat-history and arts-based tourism that can promote the creative industries and artistic products of our indigenous communities and those of member countries of ASEAN and strengthening its cultural interaction with the different continents of the world;

WHEREAS, UNESCO and ITI, through their respective resolutions, declared the Philippines as the venue for the UNESCO ITI World Congress held on 20-29 May 2006 and presided by UNESCO Director General Koichiro Matsuura himself;

WHEREAS, there is a need to recognize the Communique of the Heads of States 12th Summit Meeting held in Cebu in 12-15 January 2007 presided by President Gloria Macapagal-Arroyo;

WHEREAS, the Philippines has ratified the ASEAN Charter where the newly established social cultural committee has recognized the objective of strengthening ASEAN awareness and building a sense of regional community and social concerns of reaching out to vulnerable groups to guarantee education for all, environmental sustainability, food security, and climate change adaptation and mitigation can be facilitated through culture as a force for communications and information in motivating the collective will to overcome poverty;

WHEREAS, the Philippines during the 40th anniversary of ASEAN has hosted the ASEAN Performance and Media Arts Workshop, "Ancestral Roots to New Routes of Artistic Expression: Mobilizing Cultural Diversity to Achieve the United Nations Millennium Development Goals: (UN MDGs); with the support of the ASEAN Secretary General in 2007 following the successful holding of the UNESCO-ITI 31st

Congress in Manila in 2006 attended by Director-General Matsuura;

WHEREAS, a national organizing committee is incumbent on the Philippine Government to undertake such preparations in the successful execution that will be ushered in with an event in Pampanga and with continuous meaningful and relevant programs throughout the country;

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

SECTION 1. *Composition of the National Committee.*—I hereby designate the following or their duly authorized representatives to compose the National Committee:

Chairperson	: Secretary, Department of Foreign Affairs
Co-Chairperson	: Chairman, National Commission for Culture and the Arts
Vice-Chairperson	: Secretary, Department of Social Welfare and Development
Co-Vice-Chairperson	: Secretary, Department of Tourism Secretary, Department of Education Secretary,
Members	:
Department of Environment and Natural Resources	
Chairman, Commission on Higher Education	
Secretary, Department of Health	
Director-General, National Anti-Poverty Commission	
Director General, Technical Education and Skills Development Authority	
Secretary, Department of Labor and Employment	
Secretary, Department of Agrarian Reform	
Secretary, Department of Interior and Local Government	
Secretary, Department of Public Works and Highways	
Secretary, Department of Trade and Industry	
Secretary, Department of Science and Technology	
Secretary, Department of National Defense	
Secretary, Department of Agriculture	
Secretary, Department of Transportation and Communications	
Press Secretary	
Vice-Chairman Executive Director, Climate Change Commission	
Secretary of the Philippine Information Agency	
Presidential Adviser/National Commission on Youth	
Chairman, Commission on Human Rights	
President, Clark Development Corporation	
Executive Director, National Sports Commission	
Executive Director, National Indigenous Peoples Commission	
Executive Director, Office of Muslim Affairs	
President, International Theater Institute – Philippine Center	
Chairman, National Sports Commission	
President, Cultural Center of the Philippines	

SEC. 2. *Functions of the National Committee.*—The National Committee shall prepare the appropriate two-year national program to implement the honor of the Philippines as the ASEAN Cultural Capital, which shall be implemented throughout the regions of the Philippines. The National Committee shall also undertake the necessary preparations for the participation of concerned agencies in national and