

[ **ADMINISTRATIVE ORDER NO. 177, May 25, 2007** ]

**CREATING A NATIONAL ORGANIZING COMMITTEE FOR THE  
CONDUCT OF THE PHILIPPINE PARTICIPATION IN EXPO 2008  
ZARAGOZA, SPAIN**

**WHEREAS**, the Philippine Government, in its drive to enhance further the promotion of the Philippines, and sustain its presence, in the global market, has committed to participate at the International Exposition Zaragoza, Spain to be held from 14 June to 14 September 2008;

**WHEREAS**, the Philippine participation in Expo Zaragoza 2008 provides an excellent opportunity for the Philippines to present itself and create awareness about its natural and cultural heritage, its history and people, its business/investment potentials to a wide audience across the world;

**WHEREAS**, the relevance of the Expo Zaragoza 2008 theme: "Water & Sustainable Development" to the Philippines as an Archipelagic State will bolster the country's strong foothold as the world's number one dive site and the center of marine biodiversity in the world;

**WHEREAS**, in addition to the trade and tourism benefits and the goodwill that will be generated from participating in Expo Zaragoza 2008, it will likewise provide valuable insights and new learning opportunities on the recent trends, best practices and innovative concepts on water technology that will be beneficial in improving our policy and development framework on water and sustainable development;

**WHEREAS**, there is a need to create a National Organizing Committee with the Department of Tourism (DOT) as the lead implementing agency for the conduct of the Philippine participation in Expo Zaragoza 2008;

**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. National Organizing Committee (NOC) – A National Organizing Committee (NOC) for the Philippine participation at Expo Zaragoza 2008 is hereby created with the Department of Tourism (DOT) as the Lead Implementing Agency. The NOC shall be comprised of the following:

Chairman and Commissioner General:  
Secretary of Tourism

Vice-Chairman:  
Secretary of Foreign Affairs

Members:

Executive Secretary, Office of the President  
Secretary of Trade and Industry  
Secretary of Science and Technology  
Secretary of Environment and Natural Resources  
Secretary of Agriculture  
Secretary of Budget and Management  
Secretary of Health  
Chairperson, National Commission for Culture and the Arts  
Director General, Philippine Information Agency  
General Manager, Philippine Tourism Authority  
Chairman, Philippine Amusement and Gaming Corporation  
Private Sector Representatives

In the event of unavailability of the above-mentioned members, they may designate their representatives with full authority to commit and decide on behalf of their agency to represent them during meetings of the Committee.

**Section 2. Functions of the National Organizing Committee –**

1. Formulate directives for the planning, operation and management of the Philippine Pavilion at Expo Zaragoza 2008 to ensure efficient implementation of all activities;
2. Ensure that the economic advantages of the Philippine presentation in Expo Zaragoza 2008 are maximized through concerted and cost effective country approach;
3. Select an appropriate theme, concept and message of the Philippine participation in line with the over-all theme of Expo Zaragoza 2008;
4. Provide guidelines to ensure the safety and protection of government properties, exhibit materials, needed to complete the Philippine presentation in Expo Zaragoza 2008;
5. Determine the scale of Philippine participation: the appropriate Pavilion name, exhibition image and plan, facade plan, operational plan, entertainment plan, sales and merchandising plan and the promotions plan;
6. Call on any Department, Bureau or Office of the Government including Government Owned and Controlled Corporations for any assistance that may be necessary to carry out the purpose of this Administrative Order;
7. Undertake all other measures for the successful participation of the Philippines at Expo Zaragoza 2008.

**Section 3. Expo Secretary-General** – The National Organizing Committee, through the Commissioner-General, shall designate an official of DOT or PCVC, to act as Expo Secretary-General for the Philippine participation in Expo Zaragoza