

[LETTER OF INSTRUCTIONS NO. 1007, April 16, 1980]

DIRECTING VARIOUS GOVERNMENT AGENCIES TO SUPPORT THE ACTIVITIES OF THE PHILIPPINE ORGANIZING COMMITTEE FOR THE 1980 MEETINGS OF THE INTERNATIONAL ASSOCIATION OF UNIVERSITIES

TO : All Heads of Ministries, Bureaus, Agencies and Government-Owned or Controlled Corporations
Chairman, Commission on Audit
Minister of the Budget
Minister of Education and Culture
Minister of Finance
Commissioner of Customs
Minister of Foreign Affairs
Minister of Justice
Minister of Labor
Minister of National Defense
Minister of Public Information
Director, National Media Production Center
Minister of Trade
Minister of Tourism
Chairman, Civil Aeronautics Board
Minister of Transportation and Communications
President, University of the Philippines
The Presidential Executive Assistant Executive Director, Philippine Center for
International Trade and Exhibitions (PHILCITE)
President, Fund for Assistance to Private Education (FAPE)
Co-Chairpersons, International Association of Universities-Philippine Organizing Committee (IAU-POC)

WHEREAS, the Philippines, particularly Metro Manila, has come to be known as a Convention City and, for years, has served as a great meeting ground for the peoples of the World;

WHEREAS, the Seventh General Conference together with the Thirty-Sixth and the Thirty-Seventh Administrative Board Meetings of the International Association of Universities in 1980 will be held in the Philippines on the invitation of the national government;

WHEREAS, the success of this Congress will be another milestone in our country's effort to become a leading member of the Third World in as much as the Congress will discuss development; and

WHEREAS, in order to expedite and support the development of the convention industry, there is a need to develop a "Conference Model" that will serve as basis for the operation of international conventions and show more visibly and, where possible, in a quantified manner, the benefits that accrue to and are spread out in the country's economy;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby order and instruct:

1. The Center for Conference Model Development (CCMD) to be organized as an instrumentality of the Fund for Assistance to Private Education (FAPE) enjoying all the benefits and privileges conferred under its charter and to operate until December 31, 1981.

This instrumentality will undertake the development of a "Conference Model" that will pinpoint the direct and indirect benefits the country derives from hosting international convention.

Guided by the realities that typical international organizations would usually ask for free facilities, full hosting for officers, partial hosting for participants, non-imposition of registration fees by the host organization which, in turn, is required to provide funds and yet not allowed to undertake activities that the Conference Model will have the following thesis:

- a. international conferences can be income-generating not only to the host country but also to the host organization;
- b. a conference will be more valuable and economically viable if it leaves a long-term project that will benefit the host country or several countries and
- c. officers of host organizations need not be bothered about details concerning the convention.

Realizing the difficulties faced by host organizations like their spending a lot for bidding, their inability to turn down the conditions, imposed by international organizations, and their tendency to tax the officers of host organizations with conference details, the Conference Model will try to accomplish the above-mentioned objectives by using the following approaches, among others:

- a. Bidding for and implementing the conference will be done in the simplest way possible without losing the traditional mark of Philippines hospitality;
- b. The local host organizations will still conform with the wishes of the international association;
- c. The funds to be used for the conference will be properly treated as money borrowed by the host organizations from the CCMD which will be jointly responsible for recovering and repaying the conference fund before deducting the costs of operating CCMD;
- d. A long-term project that will be based in Manila, but designed to benefit other countries as well, will be conceptualized and founded along the theme of the conference;