



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III



CHEDRO-III MEMORANDUM

No. 159, series of 2024

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CHEDRO III

For : ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE OF HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION III

Subject : REQUEST FOR PARTICIPATION TO THE PHILIPPINE CREATIVE INDUSTRIES MONTH 2024

Date : 30 JULY 2024

Pursuant to the Memorandum from the Office of the Chairperson, with subject "*Request for Participation to the Philippine Creative Industries Month 2024*" dated July 12, 2024 and following section 24 of Republic Act No. 11904 also known as the Philippine Creative Industries Development Act (PCIDA), all higher education institutions (HEIs) are encouraged to organize activities that align with the Celebration Pillars of PCIM:

- 1. Creative Knowledge and Research:** Engage in intellectual pursuits through events like conferences, workshops, and lectures to foster innovation and understanding.
- 2. Creative Trade and Business:** Facilitate commercial exchange of creative goods and services through activities such as trade fairs and business matches.
- 3. Creative Performance and Live Production:** Present and display of creative outputs and art pieces through creative exhibitions or cultural tourism
- 4. Creative Exhibition and Showcase:** Showcase creative outputs and artworks, promoting art and cultural appreciation to creative tourism
- 5. Creative Challenge and Campaign:** Encourage participation through interactive and competitive initiatives, including competitions, community projects, and social media challenges.

To streamline the organization and promotion of these activities, PCIM has launched a dedicated website to serve as a platform for registering activities associated with PCIM: www.pcim.ph.

Additionally, it will serve as a central repository for materials related to these events, including articles and photographs documenting these endeavors. Following the event, we will compile these materials into a video to be showcased in the PCIM closing to commemorate our collective efforts and to inspire continued engagement in future PCIM celebrations.



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For any inquiries, please contact the Interim Secretariat of the Philippine Creative Industries Development Council at PCIDCSecretariat@dti.gov.ph copy Ms. Jasha Gutierrez at JashaGutierrez@dti.gov.ph.

Wide dissemination of this memorandum is desired.

DR. LORA L. YUSI
Director IV