



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION



MEMORANDUM FROM THE OFFICE OF THE EXECUTIVE DIRECTOR
No. 643, series of 2024

TO : CHED REGIONAL OFFICE DIRECTORS

**HEADS, PRESIDENTS, AND OFFICERS-IN-CHARGE OF PUBLIC
AND PRIVATE HIGHER EDUCATION INSTITUTIONS AND OTHER
RELEVANT STAKEHOLDERS**

SUBJECT : REQUEST FOR PARTICIPATION TO THE PHILIPPINE
CREATIVE INDUSTRIES MONTH

DATE : August 29, 2024

Following Section 24 of Republic Act No. 11904 also known as the Philippine Creative Industries Development Act (PCIDA), the month of September has been declared as the Philippine Creative Industries Month (PCIM). This month-long celebration aims to showcase goods, products, and services of the Philippine creative industries as well as to elevate awareness of their vital role in nation-building and socioeconomic advancement.

With the theme "We are a Creative Nation", this year's PCIM celebration reflects the creativity deeply embedded within Philippine society, representing a fundamental aspect of its identity. It honors the rich cultural heritage and inherent drive for innovation and artistic expression among the Filipino people.

In view of the CHED's designation as an ex-officio member of the Philippine Creative Industries Development Council, as well as CHED's additional mandate to support and develop relevant programs related to creative industries, CHED is in unity with the rest of the country in celebrating the PCIM.

The CHED, as part of the PCIM Taskforce and the Department of Trade and Industry (DTI), as one of the lead agencies in implementing the PCIDA, hereby formally requests the engagement of CHED's Regional Offices in the PCIM festivities.

CHED Regional Offices and higher education institutions 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.

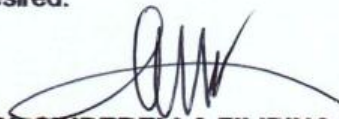
4. Creative Exhibition and Showcase: Showcase creative outputs and artworks, promoting art and cultural appreciation to creative tourism.
5. Creative Challenge and Campaign: Encourage participation through interactive and competitive initiatives, including competitions, community projects, and social media challenges.

To streamline the organization and promotion of these activities, PCIM has launched a dedicated website to serve as platform for registering activities association 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.

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 for the guidance and action of all concerned parties is desired.



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Executive Director IV

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Give us Feedback: <https://bit.ly/OEDCCSS>

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