



Announcement No. 44, s. 2014

## ANNOUNCEMENT

**TO : ALL HEADS OF CONSTITUTIONAL BODIES, NATIONAL GOVERNMENT AGENCIES (NGAs), LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs), AND STATE UNIVERSITIES AND COLLEGES (SUCs)**

**SUBJECT : 1<sup>st</sup> International Coconut Festival and Trade Fair**

The Philippine Coconut Authority (PCA) in partnership with the PCA Employees Multi-Purpose Cooperative (PCAEMPC) will be launching the 1<sup>st</sup> International Coconut Festival and Trade Fair with the theme **“NIYOG: Magsasaka, mahalaga!”** on August 28-31, 2014 at the Megatrade Hall 2 Summit 5<sup>th</sup> Floor, Mega B, SM Megamall, Mandaluyong City.

This year's theme is in recognition of the vital role and meaningful contributions of coconut farmers in the economy.

The festival is a bold move for the annual event to expand the reach of the marketing and promotional activities in the international market arena particularly in the ASEAN. The main activity highlights the 2015 ASEAN Integration and will be a focal avenue for discussion on regional trading and cooperation. The said activity will also complement with the annual National Coconut Week Celebration as provided under Presidential Proclamation No. 142, series of 1987.

In support of this event, all government agencies are encouraged to participate in the PCA's National Coconut Week Celebration and by displaying a 4' x 6' tarpaulin based on the attached design (downloadable at [www.pca.da.gov.ph](http://www.pca.da.gov.ph)).

For more information, you may contact the Office of the Presidential Assistant for Food Security and Agricultural Modernization, Philippine Coconut Authority at telephone numbers 928-4501 to 09 or visit [www.pca.da.gov.ph](http://www.pca.da.gov.ph).

  
**FRANCISCO T. DUQUE III, MD, MSc**  
Chairman

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