



Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City
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Website: <http://www.denr.gov.ph> / E-mail: web@denrgov.ph

MEMORANDUM

FOR : **The Directors**
Biodiversity Management Bureau
Environmental Management Bureau
Ecosystems Research and Development Bureau
Forest Management Bureau
Land Management Bureau
Mines and Geosciences Bureau
Climate Change Service
Knowledge and Information Systems Service

FROM : **The OIC Director**
Policy and Planning Service

SUBJECT : **REQUEST FOR INPUTS TO THE KEY MESSAGES ON THE PHILIPPINE PAVILION TO BE ESTABLISHED DURING THE WORLD EXPO 2025 OSAKA**

DATE : 12 SEP 2023

This has reference to the memorandum from Ms. Ma. Esperanza Christina Garcia Frasco, Tourism Secretary and Chairperson, Tourism Promotions Board, regarding the updates on the Philippines' Preparations for the World Expo 2025 Osaka to be held on 13 April to 13 October 2025 in Kansai, Japan.

The Expo 2025 Osaka, with the theme "Designing Future Society for Our Lives," intends to approach complex issues through facilitating the participation of people from around the globe and bringing their ideas together to design a more inclusive and sustainable future for humankind.

The Philippines is assigned to the sub-theme of Empowering Lives which will focus on enriching the lives of individuals and expanding their potential. Topics related to this may include, for example, high-quality remote education using information and communications technology (ICT); the extension of a healthy life span; and the maximization of human potential with AI and robotics.

In this regard, we would like to request inputs to the following in drafting the key messages that will be reflected in the Philippine pavilion which will be established prior to the said event:

1. What are your Department's strategic goals at the Expo? What would you like to get out of the Expo?
2. Does your Department have any projects or programs that bring the life the SDGs or the theme of Empowering Lives that we could potentially feature in our Pavilion?
3. Do you want to highlight any key achievements in the World Expo stage that will create an impression and positive impact on our international audience and support our strategic goals for Tourism, Trade, and Investment?

Kindly submit your inputs to psddivision@gmail.com, copy furnished ouppia@denr.gov.ph, on or before **15 September 2023**.

For your information and consideration.


CHERYL LOISE T. LEAL



OSEC-2023-005201: Philippine Expo 2025 Osaka Participation_A.O. No.7

DENR OSEC Referral <osec.referral@denr.gov.ph>

Wed, Aug 16, 2023 at 10:04 AM

To: "Undersecretary for Policy, Planning and International Affairs" <ouppia@denr.gov.ph>

Cc: expo2025phsecretariat@gmail.com

Sir/Madam:

Respectfully referred to your good office for information and appropriate action, with EDATS No. OSEC-2023-005201.

Thank you!

NOTE: DO NOT REPLY TO THIS EMAIL. For updates, inquiries and other communications, please send to osec@denr.gov.ph.



OFFICE OF THE SECRETARY
4/F DENR Main Building
Visayas Avenue, Diliman
Quezon City

From: **Philippine Secretariat Expo 2025 Osaka** <expo2025phsecretariat@gmail.com>

Date: Wed, Aug 9, 2023 at 7:03 PM

Subject: Philippine Expo 2025 Osaka Participation_A.O. No.7

To: <Secretary@dti.gov.ph>, <osec@dfa.gov.ph>, <osec@dbm.gov.ph>, <belaguesma@dole.gov.ph>, <osec@dole.gov.ph>, <secfin@dof.gov.ph>, <osec@dost.gov.ph>, <ivan.uy@dict.gov.ph>, <osec@denr.gov.ph>, <dohosec@doh.gov.ph>, <osec@neda.gov.ph>

Cc: <msalcedo@dbm.gov.ph>, <usec.employment@dole.gov.ph>, <raquel_tria@tpb.gov.ph>, <sherdoll_bayona@tpb.gov.ph>, <maryann_caramat@tpb.gov.ph>, <ocoo@tpb.gov>

To whom it may concern:

May we respectfully forward the attached memorandum for the Expo 2025 POC member agencies from Tourism Secretary and Expo 2025 POC Chairperson Christina Garcia Frasco with regard to the preparations for the Philippines' participation in Expo 2025 Osaka, Kansai, Japan.

Thank you and kind regards,

Philippine Expo 2025 Secretariat

P.S.

Kindly disregard the August 4 deadline for comments/ inputs requested in the memo (part IV Stakeholder Input). We would appreciate receiving such at the soonest possible time that these may be available for submission by each POC member agency to the Philippine Expo Secretariat. Thank you.

2 attachments

 **Expo 2025 Osaka POC Letter.pdf**
1248K

 **Expo2025Osaka-AO-7-FRM.pdf**
1461K

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MEMORANDUM

FOR : PHILIPPINE ORGANIZING COMMITTEE (POC) FOR THE PHILIPPINES' PARTICIPATION IN EXPO 2025 OSAKA

Secretary, Department of Trade and Industry
Secretary, Department of Foreign Affairs
Secretary, Department of Budget and Management
Secretary, Department of Labor and Employment
Secretary, Department of Finance
Secretary, Department of Science and Technology
Secretary, Department of Information and Communications Technology
Secretary, Department of Environment and Natural Resources
Secretary, Department of Health
Secretary, National Economic and Development Authority

DATE : 25 July 2023

SUBJECT : UPDATES ON THE PHILIPPINES' PREPARATIONS FOR THE WORLD EXPO 2025 OSAKA
13 April - 13 October 2025 | Kansai, Japan

Following the President's approval and issuance of Administrative Order (AO) No. 7 on 19 April 2023 which constitutes the Philippine Organizing Committee for World Expo 2025 Osaka, we are pleased to provide the Philippine Organizing Committee (POC) Members with the following updates regarding our preparations for the Project:

I. POC for the World Expo 2025 Osaka Secretariat

As Chairperson and Commissioner General of the POC for World Expo 2025 Osaka, the undersigned has designated the Tourism Promotions Board (TPB) to spearhead the Project Secretariat.

TPB Chief Operating Officer (COO) Marga Nograles is assigned as the Secretary General of the POC Secretariat for World Expo 2025. She will lead and oversee the overall preparation and day-to-day operations of the Project, working closely with the Japan Association for World Expo 2025 which is a government entity and serves as the Organizer of the event.

II. POC Representative

There are 11 National Government Agencies that form part of the POC for World Expo 2025, including the Department of Tourism (DOT). To date, two National Agencies (NGAs) have identified their representatives to the POC: the Department of Budget and Management (DBM) and the Department of Labor and Employment (DOLE).

May we, therefore, request concerned POC Members to submit to the Project Secretariat their alternate representatives so that coordination may be done properly on important matters that require inputs, recommendations, and assistance from relevant National Government Agencies (NGAs).

III. Philippine Pavilion Concept and Design

The Philippines will occupy a self-built, Type A-Pavilion, with a plot area of 900 sqm. and a floor area of 600 sqm. that is strategically located near the east entrance of the World Expo site. It will be designed to attract tourists and investors, providing a taste of the best the Philippines has to offer, meeting strategic goals for Tourism, Trade, and Investment.

WOVEN: The Unique Creativity of the Filipinos

We are looking at “Weaving the Filipino Identity” as the central theme of the Philippine Pavilion.

With 7,641 islands and over 110 million people, the Philippines is as diverse as it is dynamic. But what weaves us together is our unique creativity – it is the values that our people share that help form a culturally rich and socially cohesive community.

The Philippine Pavilion will take our audience on a journey through the following aspects as we tell stories about how our unique Filipino creativity empowers people so they too, can “Love the Philippines”:

- Creativity - Weaving threads together to create a beautiful craft. We feature our artisans, both famed and underrepresented.
- Diversity - Bringing different threads together. It speaks about empowering every voice and woven into the fabric of our society are people cut from all types of cloth. We support the marginalized, the elderly, women, youth, the impoverished, LGBTQIA+, and the indigenous, and believe that this Diversity is our strength.

We would appreciate receiving your inputs by 04 August 2023. You may write to our TPB Philippine Expo 2025 Secretariat by email at: expo2025phsecretariat@gmail.com. Our Expo Secretariat may likewise facilitate a virtual meeting should your representative or assigned officer would prefer to discuss this further. Our TPB Philippine Expo 2025 Secretariat may be reached at telephone numbers +632 85259318 loc. 222 and 230.

V. Philippine Pavilion Construction

The process of procurement for the construction of the Philippine Pavilion will commence once funds for this year's budget requirements have been remitted.

Thank you and we look forward to your support for the success of the Philippines' participation in the World Expo 2025 Osaka.

Daghang Salamat!


MA. ESPERANZA CHRISTINA GARCIA FRASCO
Tourism Secretary and
Chairperson, Tourism Promotions Board



cc: *Undersecretary Carmela I. Torres – POC Alternate Representative for DOLE*
Undersecretary Margaux Marie V. Salcedo – POC Alternate Representative for DBM

- **Community** - Weaving society together, weaving in and out. As much as we welcome all threads with our Filipino brand of hospitality, we can also weave ourselves into other societies.
- **Strength** - Tightly woven threads make strong bonds. We empower people by creating a strong base built on strong bonds.
- **Future** - The weaves represent us connecting with the world in our sustainability goals and innovating for the future.

The Secretariat is currently reviewing design proposals from nine architectural firms interpreting the Woven concept. We shall provide you with progress on the Pavilion Design once when we have selected the Design Team.

IV. Stakeholder Input

As we finalize our Messaging Framework for the Philippine Pavilion curation, we would like to get inputs from the various departments in the POC on key messages to be reflected at the Pavilion, supporting our country's trade, tourism, and investment or national development goals.

The Philippine Pavilion will likewise address the United Nations' 2030 Agenda for Sustainable Development (SDG) and the World Expo 2025 theme of "Designing Future Society for Our Lives". The Philippines is assigned to the sub-theme of Empowering Lives which will focus on enriching the lives of individuals and expanding their potential. Topics related to this may include, for example, high-quality remote education using information and communications technology (ICT); the extension of a healthy life span; and the maximization of human potential with AI and robotics.

With this in mind, we would like to request your inputs on the following:

1. What are your Department's strategic goals at the Expo? What would you like to get out of the Expo?
2. Does your Department have any projects or programs that bring to life the SDGs or the theme of Empowering Lives that we could potentially feature in our Pavilion? Please provide details of the project or a project manager we can coordinate with for more details.
3. Do you want to highlight any key achievements in the World Expo stage that will create an impression and positive impact on our international audience and support our strategic goals for Tourism, Trade, and Investment? .



MALACAÑAN PALACE
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

ADMINISTRATIVE ORDER NO. 7

**CONSTITUTING THE PHILIPPINE ORGANIZING COMMITTEE FOR THE
EXPO 2025 OSAKA**

WHEREAS, the Philippines has committed to participate in the World Expo 2025, to be held in Osaka, Kansai, Japan for the period of 13 April to 13 October 2025, to promote the Philippines in the international community as a tourism destination, and as one of the rising investment locations in the Asia Pacific Region;

WHEREAS, the Expo 2025 Osaka is an event that brings together people from around the world to address issues facing humankind on a global scale, and presents breakthrough technologies, products, innovations and ideas to improve quality of life;

WHEREAS, with the theme, "Designing Future Society for Our Lives," the Expo 2025 Osaka intends to approach complex issues through facilitating the participation of as many people as possible and bringing their ideas together to design a more inclusive and sustainable future for humankind;

WHEREAS, the participation in the Expo 2025 Osaka will also strengthen the bilateral relationship of the Philippines with Japan;

WHEREAS, there is a need to facilitate preparations for the Philippines' participation in the Expo 2025 Osaka through inter-agency coordination and collaboration; and

WHEREAS, Section 17, Article VII of the Constitution provides that the President shall have control over all the executive departments, bureaus and offices, and ensure that laws are faithfully executed;

NOW, THEREFORE, I, FERDINAND R. MARCOS, JR., President of the Philippines, by virtue of the powers vested in me by the Constitution and existing laws, do hereby order:

Section 1. Creation of the Philippine Organizing Committee. The Philippine Organizing Committee (POC) for the participation of the Philippines in the Expo 2025 Osaka is hereby constituted, and shall be composed of the following:

THE PRESIDENT OF THE PHILIPPINES

Chairperson and
Commissioner-General : Secretary, Department of Tourism

Vice-Chairperson : Secretary, Department of Trade and Industry

Members : Secretary, Department of Foreign Affairs
Secretary, Department of Budget and Management
(DBM)
Secretary, Department of Labor and Employment
Secretary, Department of Finance
Secretary, Department of Science and Technology
Secretary, Department of Information and
Communications Technology
Secretary, Department of Environment and Natural
Resources
Secretary, Department of Health
Secretary, National Economic and Development
Authority

The POC members may designate their respective alternates to represent them in the committee. The alternates must have a rank not lower than an Assistant Secretary or its equivalent and must be fully authorized to decide on behalf of their respective principals. The designation of the alternates or representatives shall be in writing and must be submitted to the POC Secretariat.

The POC Secretariat shall undertake and oversee the overall preparations and day-to-day operations of the POC relative to the Philippines' participation in the Expo 2025 Osaka. The POC Secretariat shall be complemented by personnel of the DOT, with assistance from the member-agencies of the Committee.

Section 2. Authority and Functions of the POC. In pursuit of its objectives and subject to existing laws, the POC shall have the following authority and functions:

- a. Formulate plans, programs and activities, as well as organize and manage requirements for the Philippines' participation in the Expo 2025 Osaka;
- b. Act as a coordinating body between the private sector and the government to ensure that all programs and activities relative to the Expo 2025 Osaka are enforced;
- c. Recommend or issue guidelines as may be necessary to achieve the objectives of this Order;
- d. Employ and utilize architectural designs that feature the ingenuity and resilience of the Filipino people;
- e. Ensure the protection of government properties to be used in the Expo 2025 Osaka;

- f. Accept and receive sponsorships, donations and other gratuitous transfers of funds or properties relevant to the activities of the Expo 2025 Osaka, subject to pertinent budgeting, accounting and auditing rules and regulations;
- g. Through the Chairperson and Commissioner-General, or her designated representative, enter into contracts and agreements deemed necessary for the attainment of the objectives of this Order;
- h. Undertake marketing campaigns and promotional activities, consistent with the Philippine Development Plan 2023-2028, with the end in view of generating business, trade and investments, showcase Philippine heritage, culture and tourism destinations, as well as the ingenuity and resilience of the Filipino people; and
- i. Perform any and all acts and functions as may be deemed appropriate and necessary to ensure the proper functioning of the POC.

Section 3. Chairperson and Commissioner-General. The Chairperson and Commissioner-General shall act as the Philippine focal person of the Expo 2025 Osaka, attend all activities that may be required by the organizers, and perform such other functions as may be necessary for the successful participation of the Philippines in the Expo 2025 Osaka.

Section 4. Meetings of the POC. The Chairperson and Commissioner-General, or her duly appointed representative, shall convene the meetings of the POC regularly and as often as may be necessary to ensure proper coordination relative to the Philippines' participation in the Expo 2025 Osaka.

Section 5. Agency Support. Consistent with their respective mandates, all departments, bureaus, offices, agencies or instrumentalities of the government, including government-owned or -controlled corporations and government financial institutions, are hereby directed to render full assistance and cooperation to the POC to effectively carry out the objectives of this Order.

Section 6. Funding. The funds necessary for the initial year of implementation of this Order may be sourced from available appropriations of the concerned agencies, subject to applicable budgeting, accounting and auditing laws, rules and regulations. Thereafter, the funding requirements for the purpose shall be included in the budget proposals of the aforementioned agencies, subject to the usual budget preparation process.

Section 7. Administrative Guidelines. The POC shall issue the necessary administrative guidelines and implementing rules within the authority granted under this Order.

Section 8. Reports. The POC, through the Chairperson and Commissioner-General, shall submit to the Office of the President and the DBM quarterly reports of its accomplishments, not later than thirty (30) days after the end of every quarter, and a final report within sixty (60) days after the closing of the Expo 2025 Osaka. Such reports shall include the expenses, income generated, accomplishments, economic impact, and recommendations for future policy development and actions.

Section 9. Cessation. The POC shall be rendered *functus officio* sixty (60) days after the submission of its final report as provided in Section 8 hereof, unless otherwise ordered by the President.

Section 10. Repeal. All issuances or parts thereof that are inconsistent with or contrary to the provisions of this Order are hereby repealed or modified accordingly.

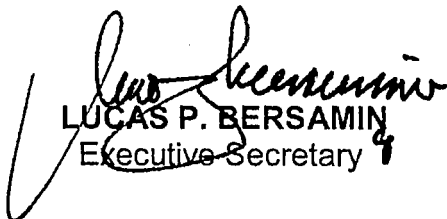
Section 11. Separability. If any provision of this Order is declared invalid, illegal or unconstitutional, the other portions not affected thereby shall remain valid and subsisting.

Section 12. Effectivity. This Order shall take effect immediately upon its publication in the Official Gazette or in a newspaper of general circulation.

DONE, in the City of Manila, this 19th day of April, in the Year of Our Lord, Two Thousand and Twenty-Three.



By the President:



LUCAS P. BERSAMIN
Executive Secretary

Office of the President
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for: *Distribution*
ATTY. CONCEPCION ZENY E. FERROLINO-ENAD
X 4-25-2023 DIRECTOR IV

