

What's Up @



An internal information service by the Knowledge Management and Information Service for DTI Employees

Follow us on your favorite social networks: DTI.Philippines @DTIPhilippines @DTI.Philippines DTIPhilippines

DTI successfully concludes the Philippine Creative Industries Festival 2023



DTI Officials along with Philippine Creative Industries Development Act (PCIDA) champions posed for a photo opportunity during the 2023 Philippine Creative Industries Festival at One Ayala Makati on 14 December 2023.

[L-R] DTI Biliran Provincial Director Faustino V. Gayas, Jr., One Ayala Mall representative Ma. Paz T. Aguinaldo, DTI Southern Leyte OIC-Provincial Director Maria Aurora D. Sabalo, DTI Eastern Samar Provincial Director Ruthelma S. Samonte, Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona, DTI Samar Provincial Director Meilou C. Macabare, Basey Association for Native Industry Growth President Anita Ogrimen, Pangasinan 4th District Representative Hon. Christopher de Venecia, DTI-8 Regional Director Celerina T. Bato, ROG Director Lilian Salonga, DTI-8 Assistant Regional Director Ma. Delia M. Corsiga, DTI Northern Samar Provincial Director Mimosa B. Regis, DTI Leyte Provincial Director Araceli Larraga.

The Department of Trade and Industry (DTI) successfully concluded this year's celebration of the Philippine Creative Industries Festival (PCIF) through the staging of "Fiesta Haraya: The Fusion of Innovation, Creativity" held at One Ayala Mall, Makati City on 14 December 2023.

PCIF is a showcase of Philippines' artistic and cultural diversity that plays a pivotal role in driving economic development, as well as gathering various regions in Luzon,

Visayas, Mindanao, and the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) island groups. It gears towards advancing the creative industry in the country with its core objectives, namely 1) promote innovation, creativity, and entrepreneurship; 2) foster creative collaboration and business networking; and 3) empower creative industry players and communities.

In her message of support, **DTI Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona** recognized Filipino artists' contributions in elevating the country's cultural heritage and highlighted the DTI's commitment to supporting the country in becoming a key player in the ASEAN creative economy. She further extended her heartfelt congratulations to **DTI Competitiveness and Innovation Group (CIG) Undersecretary Rafaelita Aldaba** for the successful collaboration in mounting the festival.

"We recognize the crucial role that creativity and innovation play in driving economic growth and cultural enrichment. If done regularly, I believe that this national festival and the ones we had in the regions with the support of CIG are small but potent means of ensuring that the Philippines is recognized as a hub of artistic and cultural excellence, both within ASEAN and on the global stage. It is in this spirit that we stand united in nurturing, promoting, and celebrating the diverse talents and skills of the Filipinos," said Usec. Lantayona.

Novel activities were staged to provide holistic engagement experience for all attendees. A creative showcase of performance arts and creative chats made the audience attuned on the dynamism of Philippine culture. Exhibitions of goods and services and demos allowed participants to experience the artistic processes behind products and services.

In closing, Usec. Aldaba highlighted the amount of sales generated during the Fiesta Haraya and underscored the contributions of the DTI family, artists, entrepreneurs, and creative partners in making the event successful.

"We celebrate the resounding success of bringing 10 regions into the first ever Fiesta Haraya. With 8 regions mounting vibrant booths and exhibits, we captivated over 1,000 visitors, resulting in an impressive PhP 83,000 record in sales, in just the past two days. Beyond our direct visitors, our festival became a focal point, attracting attention from and generating exposure to 170,000 mall-goers and providing a stage for 342 artists and performers from various corners of our country," said Usec. Aldaba.

Further, Usec. Lantayona rallied the DTI family and stakeholders to propel the Philippines toward a future where creative industries are not only recognized but celebrated for their unique contributions to nation building.