

Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

April 20, 2023

REGIONAL MEMORANDUM
 No. 304, s. 2023

To: Schools Division Superintendents

PARTICIPATION IN THE 1st PHILIPPINE BOOK FESTIVAL

1. This is in reference to the attached Memorandum DM-CT-2023-060 from the **Hon. Gina O. Gonong**, Undersecretary for Curriculum and Teaching, on the above-stated subject to be held on June 2-4, and August 18-20, 2023, in Pasay City and Davao City, respectively.
2. Participants to this activity are DepEd personnel, learners, and parents. For Schools Division Offices and schools that will organize their delegation, expenses incurred may be charged against available local funds, including travel to the venue more economical and practical for the participants, subject to the usual government accounting and auditing rules and regulations.
3. Further queries may be addressed to Ms. Maria Carolina M. Tapia of the NBDB through email address bookfest@books.gov.ph and Mr. Jejomar Alda (for DepEd-related concerns) at email address jejomar.alda@deped.gov.ph.
4. Immediate dissemination of this Memorandum is desired.


WILFREDO E. CABRAL, CESO III
 Regional Director

Encl.: As stated



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Republic of the Philippines

Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

MEMORANDUM
DM-CT-2023-060

TO : REGIONAL DIRECTORS
MINISTER OF THE BARMM-MINISTRY OF BASIC, HIGHER,
AND TECHNICAL EDUCATION

FROM : 
GINA O. GONONG
Undersecretary for Curriculum and Teaching

SUBJECT : PARTICIPATION IN THE 1st PHILIPPINE BOOK FESTIVAL

DATE : March 30, 2023

The National Book Development Board (NBDB), an attached agency of the Department of Education, shall be conducting the **1st Philippine Book Festival (PBF)**, the largest traveling book festival in the Philippines, to offer a variety of programs related to education, entertainment, and tourism through a series of workshops, engaging exhibits, storytelling, and other activities available to the public.

The 1st PBF shall be held on the following dates:

Date	Venue
June 2 to 4, 2023	World Trade Center Metro Manila, Pasay City
August 18 to 20, 2023	SMX Convention Center Davao, Davao City

In view of the above, the Bureau of Learning Resources (BLR) is inviting DepEd personnel, learners and their parents to participate in the 1st PBF.

Likewise, the support and engagement on the said activity of all Regional Offices (ROs) are also requested through the following:

- a. The issuance of a Regional Memorandum inviting, promoting, and encouraging the participation of all interested DepEd personnel, as well as other interested stakeholders i.e. learners and their parents, to join this book experience on the weekend schedules;
- b. Allowing learning resource public school personnel, i.e. those involved in the identification and selection of storybooks, big books, and other literary and supplementary learning resources (SLRs) for school libraries, to attend the book fair activities on dates that fall on a Friday and/or weekend; and
- c. Allowing Regional or Schools Division Office learning resource personnel to attend the book fair activities on dates that fall on a Friday and/or weekend.

Being among the primary interested stakeholder in the book publishing industry, the DepEd and its personnel will be treated with exclusive activities, namely:

1. Scan a huge collection of children's books, general references and educational books, trade books, and resources of various forms and functions, including special collections from the National Library of the Philippines;
2. Meet authors, illustrators, and publishers, including a one-on-one matching activity for content collaborations;
3. Learn from the exhibits on the production process of books and other processes;
4. Attend plenary and concurrent sessions on the translation of literary works, establishment of appropriate grade levels of books, the inclusion of literacy strategies for teachers, raising equity through children's books, curation of contextualized libraries, and other propitious topics;
5. Access the exclusive PBF mobile application for the duration of the three-day activity.

In case the Regional Office (RO), Schools Division Office (SDO), or school decide to organize their respective delegation to attend the 1st PBF, expenses incurred relative to the participation of identified DepEd personnel in this event may be charged against available local funds, including travel to the venue more economical and practical for the participants, subject to usual accounting and auditing rules and regulations.

Please note that those who shall join the 1st PBF as part of the delegations of the ROs, SDOs, and schools must be different from the identified participants of the "*National Market Scoping for Supplementary Learning Resources (SLRs) for School Libraries and Library Hubs*" as provided by DM-CT-2023-058.

For more information on the 1st PBF, please contact **Maria Carolina M. Tapia** of NBDB through email at bookfest@books.gov.ph. On the other hand, for queries relative to DepEd-related concerns, kindly coordinate with the Learning Resources Production Division (attention: **Mr. Jejomar Alda**) through blr.lrpd@deped.gov.ph (copy furnished jejomar.alda@deped.gov.ph) or at the telephone number (02) 8631-4985.

For information and dissemination.

Attachment/s:
1st Philippine Book Festival Briefer



PHILIPPINE BOOK FESTIVAL

EVENT DATES

Manila

June 2 to 4, 2023

Davao

August 18 to 20, 2023

Day 1: Institutional Buyers

Day 2 to 3: Open to the Public

The Philippine Book Festival is the largest traveling book festival in the Philippines! Catch your favorite author, join a workshop, explore an exhibit, and buy Filipino books!

It's not just a book fair, it's a book experience!

THE CURRENT SITUATION



There is a Learning Poverty and Functional Literacy problem in the Philippines.



The Philippines still lacks a reading culture. Books are associated with schoolwork rather than joy in discovering worlds.



Buyers are not aware of the breadth of Filipino books nor do they have access. Our books are not readily available in libraries and stores.



Many teachers and parents are not aware or equipped on how to integrate Filipino-authored books in the learning experience.

OUR PARTNERSHIP WITH DEPED

Due to the current reading and book procurement situation in the Philippines, the NBDB and the DepEd will focus on the following:

- 1) Creating a culture of reading and engaging students while
- 2) Providing direction and guidance for teachers, evaluators, and procurement offices on institutional purchases.

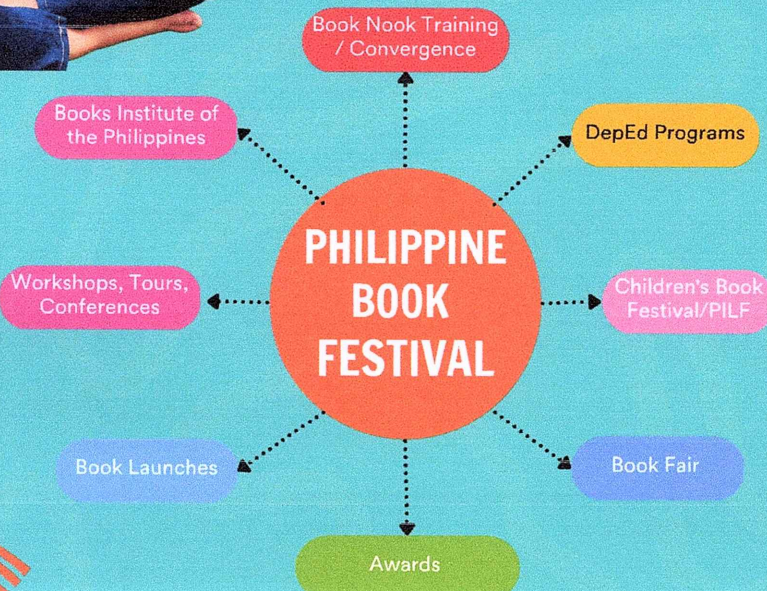
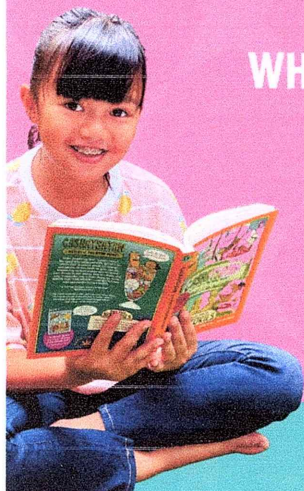
Both agencies will now work towards providing more ACCESS to local books.

WHAT WILL IT LOOK LIKE?

1. Featuring at least 100 to 150 publisher booths
2. A Walking Exhibition on "How a Book is Made"
3. A Walking Exhibition on "The History of Philippine Books"
4. Lola Basyang's Room
5. "For Kids Only" Book Nook
6. Stage and Seating Area for 200 pax
7. Rare Book Exhibition by the National Library of the Philippines
8. Workshops, Conferences, Awards and more!

AUDIENCE

1. Institutional buyers
2. Teachers
3. Young children
4. Parents
5. Teens



Upon registration, insitutional buyers and vendors will have access to, PAHINA, the smart app to enjoy the following features:

- Scan QR codes on IDs
- Add notes, photos and star rating for books
- The generated QR code will serve as entrance ticket for DepED
- Quickly generate and export a list of obtained leads
- Use the app offline and learn more about publishers and books!