

Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

March 27, 2024

REGIONAL MEMORANDUM

No. 290, s. 2024

To: Schools Division Superintendents
 Chief Education Supervisor, CID
 OIC-Chief, Curriculum and Learning Management Division
 Head, Learning Resource Management Section (LRMS), CLMD
 Education Program Supervisors, LRMS, CID
 All Others Concerned

PARTICIPATION IN THE PHILIPPINE BOOK FESTIVAL 2024

1. The National Book Development Board (NBDB) will hold the Philippine Book Festival on April 25-28, 2024, at the World Trade Center, Pasay City.
2. In view of this, all DepEd personnel, parents, and learners who may be interested to attend are encouraged to do so particularly on weekends.
3. In case the RO, SDOs and schools organize their delegation, expenses relative to the participation may be charged against local funds, subject to the existing government accounting and auditing rules and regulations.
4. The participants for the RO, SDO and school-organized delegation should not be the same as the participants in the National Market Scoping for SLRs, to be issued in a separate Memorandum.
5. Immediate and wide dissemination of this Memorandum is desired.


JOCELYN DR ANDAYA
 Director IV

CLMD/LRMS



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Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

MEMORANDUM
DM-CT-2024- 48

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 PHILIPPINE BOOK FESTIVAL 2024

DATE : March 8, 2024

The National Book Development Board (NBDB), an attached agency of the Department of Education (DepEd), will conduct the **Philippine Book Festival (PBF) 2024** to gather publishers, creators, and readers of books and contents at the World Trade Center Metro Manila, Pasay City on **April 25 to 28, 2024**.

In view of this, the DepEd, through the Bureau of Learning Resources (BLR), is inviting teachers and non-teaching personnel, learners, parents, and other DepEd stakeholders to participate in the said event.

Likewise, the support and engagement on the said event of all Region and Schools Division Office (SDO) are also requested through the following:

1. 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 or guardians, to join this book experience on the **weekend schedules**;
2. Allowing learning resource (LR) public school personnel, like 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
3. 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 stakeholders in the book publishing industry, the DepEd and its personnel will be treated with exclusive activities, as reflected on the attached PBF Schedule of Activities. For updated events, sessions, and workshops, please refer to the Facebook page Philippine Book Festival.

In case the Regional Office (RO), Schools Division Office (SDO), and school decide to organize their respective delegation to attend the PBF 2024, expenses incurred relative to the participation of the identified DepEd personnel in this event may be charged against available local funds, subject to usual accounting and auditing rules and regulations of the government.

Please note that those who shall join the PBF 2024 as part of the delegations of the ROs, SDOs, and schools must be different from the identified participants of the National Market Scoping for SLRs for School Libraries and Library Hubs, issued as a separate DepEd Memorandum.

For more information on the PBF 2024, please contact **Maria Carolina M. Tapia** of NBDB through email at bookfest@books.gov.ph. For queries relative to DepEd-related concerns, kindly coordinate with the Learning Resources Production Division (attention: **Jejomar C. Alda**) through blr.lrpd@deped.gov.ph (copy furnished jejomar.alda@deped.gov.ph) or at telephone number (02) 8631-4985.

For information and dissemination.

*Attached: PBF 2024 Schedule of Activities
PBF Briefer*

PHILIPPINE BOOK FESTIVAL BRIEFER

I. General information

The Philippine Book Festival (PBF) is the most prominent traveling book festival in the country carrying mostly Filipino content, a one-of-a-kind book fair that melds education, entertainment, tourism, and shopping for the entire family. It's not just a book fair, it's a book experience!

It aims to celebrate literature, culture, and the arts in the Philippines; provide a platform for publishers, writers, and readers to come together and showcase their works, share ideas, and engage in discussions and activities related to literature and the arts; promote literacy and reading; encourage the development of the Philippine publishing industry; and showcase the richness and diversity of Philippine literature and culture.

It hopes to provide the stakeholders of Republic Act 8047 a "home" to know, support, and understand the book publishing industry and the NBDB.

The PBF was originally conceptualized to provide the Department of Education (DepEd) with an opportunity to scope and evaluate materials for the procurement of learning resources for public school libraries and library hubs. Through the National Book Development Board's (NBDB) partnership with the DepEd's Bureau of Learning Resources and with the support of DepEd officials Undersecretary Gina O. Gonong, Assistant Secretary Alma Ruby Torio, Director Ariz Delson Acay Cawilan, and Director Edward Jimenez; an estimated PHP 2B will be spent for the procurement of said materials in 2024.

II. PBF 2023

Last year, the festival had over **50,000** attendees, including around **1,000** members of DepEd’s Supplementary Learning Resources Technical Working Group from all over the country, who attended to scope out the market. The fair featured **170** exhibitor booths and **7** exhibitions, such as the *Rare Books Collection of the National Library of the Philippines*, *Ang INK*, *History of Komiks*, *Book Nook*, *Ang Mundo ni Trese*, *DepEd Matatag*, *SLT*, and *CulturAid Indigenous Communities*. There were also over **160** events on capacity building, meet and greet sessions, and book launchings.

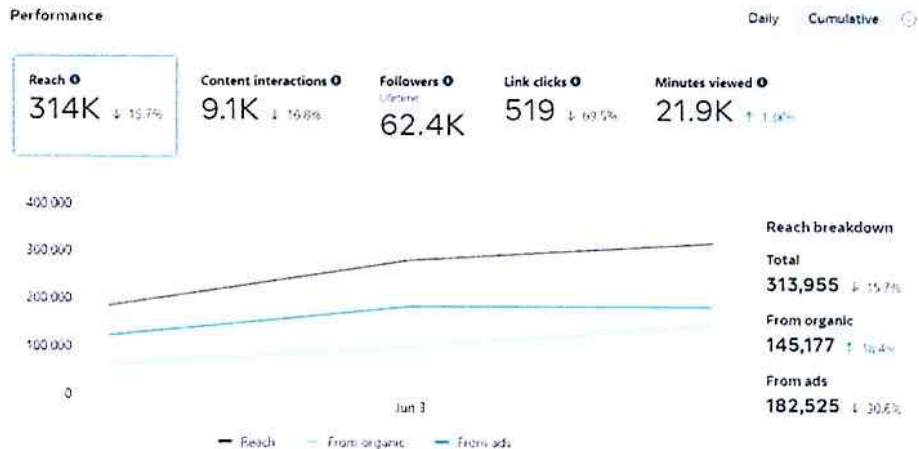
The total retail sales generated from the Manila leg exceeded **PHP 60M**. The information on the sales for the Davao leg, on the other hand, is yet to be available. There is also no data available on the number of titles showcased or books sold as the metric used is based on total sales.

Some of the notable guests who attended the PBF include:

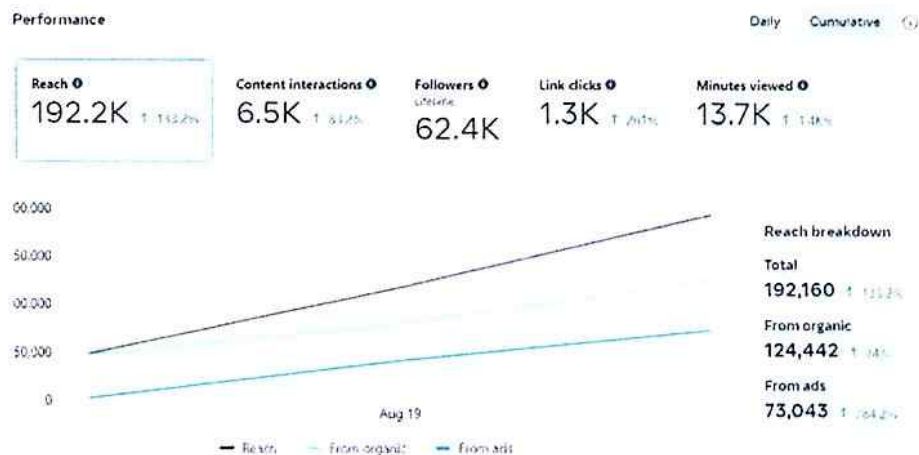
Manila	Davao
<ul style="list-style-type: none"> • Former DPWH Secretary Mark Villar • Film director and former Presidential Adviser for Creative Communications Paul Soriano • Mavy Legaspi • Kylene Alcantara • Gwy Saludes • National Artist Virgilio Almario 	<ul style="list-style-type: none"> • Vice President Sara Duterte • Frankfurter Buchmesse executives • National Artist Resil Mojares • Candy Gourlay • Oscar Peñaranda • Bogart the Explorer
<ul style="list-style-type: none"> • Joe Bonifacio & Rica Peralejo • Ambeth Ocampo • Kajo Baldesimo • Manix Abrera • Eugene Evasco • Randy Valiente • Genaro Gojo Cruz • Jerico Silvers • Jane Vergara 	<ul style="list-style-type: none"> • Russel Molina • Augie Rivera • Jay Ignacio • JB Tapia • Luis Gatmaitan • Beth Parrocha-Doctolero • Neni Sta. Romana-Cruz • Karina Bolasco • Sam Oh

The majority of PBF attendees were female. The age group with the most attendees, on the other hand, was 25 to 34 years old. Average spending reached as much as PHP 1,500.00 while average food spending exceeded PHP 300.00.

Unfortunately, there is no tool available to measure feedback from the public except for social media engagement during the fair. Below is the engagement rate during PBF Manila held from June 2 to 4, 2023.



Meanwhile, below is the engagement rate during PBF Davao held from August 18 to 20, 2023.



There is also no available information on the PBF feedback from other government agencies. However, the PBF was instrumental in the passing of DepEd Orders [24](#) and [25](#), s. 2023, which outlined the procedures for the "Provision of Supplementary Learning Resources (SLRs) for Public School Libraries and Library Hubs" and the "Procurement and Quality Assurance of Textbooks (TXs) and Teacher's Manuals (TMs)." These initiatives address the urgent need to enhance literacy rates and eliminate delays caused by subpar learning materials.

III. PBF 2024

For the PBF's second year, the NBDB and its partners invite everyone to "dive in" to the sea of knowledge, imagination, and stories, and discover the wonders of Philippine literature, culture, and content.

Just like its preceding year, the fair will bring back its four realms: **Kid Lit** (a land just for kids), **Komiks** (Pinoy komiks), **Booktopia** (fiction and non-fiction titles), and **Aral Aklat** (educational textbook and materials).

This year's PBF will be extended for an additional day to cater to institutional buyers such as the DepEd, private schools, libraries, and cross-media buyers. The event will continue to support the DepEd and private publishers in procuring supplementary learning materials for public libraries and the National Reading Program while remaining open to the general public for retail purchases and other activities. Additionally, there will be additional sessions on reading book leveling and reading remediation to aid in learning recovery and translation processes of literary works.

The programming for the four-day event which includes the list of VIPs and featured authors, exhibitions, events, and other attractions, is yet to be finalized.

The factors that will be considered for the fair to be a success will be the number of visitors, business matchings produced, exhibitors, and total sales, among others.

IV. About the NBDB

The National Book Development Board (NBDB) is responsible for promoting a culture of reading and developing the publishing industry in the Philippines. The agency works with various stakeholders in the publishing value chain, including content creators, publishers, government agencies, and consumers.

As the leading catalyst for building a culture of reading and authorship, the NBDB aims to create an environment that fosters the growth of the book publishing industry and ensures an adequate and accessible supply of quality books, not just for the local market, but worldwide. To achieve its goals, the NBDB collaborates with both local and international organizations to promote the publication, sales of rights, distribution, and translation of high-quality works of Filipino creatives.

While the NBDB has made significant progress in delivering its mandate, the agency has encountered a few roadblocks along the way, which the PBF aims to address by:

Concern	Solution
Multiple processes in the government's procurement of educational materials	The PBF was able to consolidate multiple processes in the government book procurement process by bringing DepEd, the largest buyer of educational resources, and the Philippine publishing industry together in one venue. Instead of contacting multiple publishing enterprises separately, the PBF provided a viable commercial outlet.
Children barely read	Through the PBF's Kid Lit realm, families and children can discover new titles that not only spark their curiosity but also bring them closer together through the joy of reading.
Lack of access to Pinoy books	Children may turn to other activities instead of reading due to the lack of books available in their vernacular. To address this issue, the PBF offers a platform where industry creatives from all over the country can market and sell their books, thus making them more widely accessible to visitors.
Lack of fun, family-friendly edutainment activities	The PBF offers a staggering lineup of events, such as meet-and-greets, book signings, live performances by actors and storytellers, talks and workshops, and discussions and debates.

The PBF also provides industry creatives with a venue to build networks and potentially unlock business opportunities.

Other significant activities of the NBDB include the following:

What We Do

- Grants
 - Manuscript Development, Publishing and Production, Translation, Conferences, Workshops, and Prizes for Writing and Illustration Contests.
- Professional Development
 - World-class professional training programs for the publishing industry in the Philippines through the Book Institute of the Philippines
- Trade Promotion
 - Business opportunities in the domestic and international markets through wholesale, retail, and rights promotion
- Research & Policy
 - Design research initiatives that produce knowledge products in aid of book industry development
- Incentives & Subsidies
 - Subsidized Sales, Fiscal Incentives, Income Tax Holidays, and Manufacturing Support
- Readership
 - Encourage the production, distribution, and consumption of Filipino books

Ongoing projects

- The Book Institute of the Philippines
 - The first professional educational center for creators and publishers. Learn copy editing, marketing, sales, and the art of publishing!
- Awards
 - Honoring the best books written and published in the Philippines.
- The Book Nook
 - Reading centers in indigenous and remote areas in the archipelago filled with Filipino-authored books.

Local Fairs

- PBF in the Regions
 - Funding various regional book festivals around the country.
- Manila International Book Fair
 - Supporting the longest-running and largest book fair in the Philippines.

International Fairs

- Angoulême International Comics Festival



- This fair connects comics and graphic novel professionals worldwide.
- London Book Fair
 - This fair caters to the English-speaking and European markets for rights and distribution.
- Bologna Children's Book Fair
 - As one of the biggest events in the children's publishing industry, this fair is a copyright exchange hub for children's content.
- Asian Festival of Children's Content
 - This festival promotes the creation and development of children's books not just in Singapore, but around the world.
- Frankfurt Book Fair
 - Held every October, this fair caters to the European Market for rights sales.
- Sharjah Book Fair
 - Held every November, this fair caters to the Middle East and diasporic markets for retail and distribution.
- FIL Guadalajara Book Fair
 - This fair caters to Spanish-language markets for negotiations and agreements.

Guest of Honour (GoH) Programme

- The Philippines is a Guest of Honour (GoH) at the 77th Frankfurter Buchmesse or Frankfurt Book Fair in 2025.
- As a major milestone for Filipino creatives, the event will showcase diverse Philippine titles to an international audience, opening up opportunities for promotion, rights sales, translation, and local content distribution.
- This initiative, which started more than eight years ago, is a collaborative undertaking of the Republic of the Philippines and the Office of Senate President Pro Tempore Loren Legarda, the National Commission for Culture and the Arts (NCCA), the Department of Foreign Affairs (DFA) and the National Book Development Board (NBDB).

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OOED-L-2024-654

29 February 2024

UNDERSECRETARY GINA O. GONONG

Undersecretary

Department of Education

Meralco Ave., Pasig City

Dear Undersecretary Gonong,

Greetings from the National Book Development Board!

The year 2024 ushers in another year for more collaborations between the Department of Education (DepEd) and the National Book Development Board (NBDB) to improve the quality of books produced as well as upgrade the procurement process.

Upmost among the projects we worked on together last year was the **Philippine Book Festival (PBF)**, which served as a vigorous platform in aid of DepEd DO 24, series 2023. The PBF provides spaces where regional and district offices of DepEd can purchase books. As a result, DepEd can download funds to the regions, and procurement for library resources and the National Reading Program (NRP) can be materialized.

The initial offerings of the Philippine Book Festival in 2023 have been proven to be effective for the scoping activities of the DepEd Technical Working Group (TWG) members and procurement officers. The DepEd can continue these successful collaborations with the NBDB.

This year's Philippine Book Festival will be held on **25-28 April 2024** at the **World Trade Center (WTC), Pasay City**. In relation to this, we would like to ask your good office to:

1. Issue a DepEd Memorandum requiring School Division Offices to attend the PBF at the WTC.
2. Issue a DepEd Office Order to direct School Division Offices to send Learning Resources Managers, teachers, and Procurement Officers on the first and second days of the festival.



PHILIPPINE BOOK FESTIVAL



3. Issuing a DepEd Office Order to direct Learning Resources Managers and teachers to attend various sessions on the Evaluation of Learning Resources and other reading-related activities during and before the PBF.

Just like last year, the NBDB will mobilize the creators, publishers, and readers, but we can only succeed with your help. We would like an opportunity to discuss programming and assistance requests with your Office, the Bureau of Learning Resources and the Bureau of Curriculum Development on 7 March at 2:00 PM.

Our dedicated team will be in regular communication with your esteemed office to ensure a seamless coordination of details and to confirm your attendance. For any inquiries or additional information, please feel free to contact Maria Carolina A. Tapia at +639277280931 or via email at mctapia@books.gov.ph.

Thank you very much.


CHARISSE AQUINO-TUGADE
Executive Director



PHILIPPINE BOOK FESTIVAL

IT'S NOT JUST A BOOK FAIR,
IT'S A BOOK EXPERIENCE

FREE
ENTRANCE

World Trade Center Manila

Apr 25
9 AM - 9 PM

Apr 26
8 AM - 9 PM

Apr 27
8 AM - 9 PM

Apr 28
8 AM - 9 PM

EXHIBITS

April 25 - 28 (Thurs-Sun), 10:00 AM onwards

BOOK NOOK | ANG INK EXHIBITION | CULTURAID IRANUN WEAVING CENTER | NATIONAL LIBRARY OF THE PHILS. RARE BOOK EXHIBITION

MAIN STAGE

DAY
1

**LALANG-BANWA FT. MATTEO GUIDICELLI:
OPENING RITUALS**
9:00 AM - 10:00 AM

MEET & GREET: GWY SALUDES
10:00 AM - 12:00 NN

**TRIP TO QUIAPO WITH NATIONAL ARTIST FOR
FILM AND BROADCAST ARTS RICKY LEE**
12:00 NN - 1:00 PM

MEET & GREET: NICK DEOCAMPO
1:00 PM - 2:00 PM

BOOK READING WITH MARIAN RIVERA
2:00 PM - 3:00 PM

TRANSLATING CULTURES TO THE GLOBAL STAGE
3:00 PM - 4:00 PM

DEPED SCOPING KUMUSTAHAN
4:00 PM - 5:00 PM

**KUNG PAANO NANALO SA KARERA SI
ROSANG TABA: EXCERPT WITH TALKBACKS**
5:00 PM - 6:00 PM

PHLGOH2025 NIGHT
6:00 PM - 9:00 PM

CREATOR'S LAB

11:00 AM - 1:00 PM SHORT STORY WRITING WORKSHOP

1:00 PM - 3:00 PM SCRIPTWRITING WORKSHOP:
RICKY LEE

3:00 PM - 4:00 PM POETRY WORKSHOP IN ENGLISH

5:00 PM - 7:00 PM BAYBABYIN WORKSHOP

MAIN STAGE

DAY
2

NATIONAL READERSHIP SURVEY
8:00 AM - 10:00 AM

**FROM PAGES TO BOOKS:
A ROUND TABLE TALK**
10:00 AM - 11:00 AM

**ALL THE WRITE WAYS:
COPYRIGHT AND INTELLECTUAL
PROPERTY LAWS**
11:00 AM - 12:00 NN

MEET AND GREET: AMBETH OCAMPO
12:00 NN - 2:00 PM

READERSHIP IN THE REGIONS
2:00 PM - 3:00 PM

DEPED SCOPING KUMUSTAHAN
4:00 PM - 5:00 PM

**SCRIPT TO STAGE:
A PLAYWRITING JOURNEY**
5:00 PM - 6:00 PM

**NARA SIZZLE MEET AND ORIENTATION
COCKTAIL**
6:00 PM - 9:00 PM

CREATOR'S LAB

11:00 AM - 1:00 PM BOOKLATAN SA BAYAN

1:00 PM - 3:00 PM SHORT STORY WRITING WORKSHOP

3:00 PM - 5:00 PM ZINE MAKING WORKSHOP

5:00 PM - 6:00 PM POETRY WORKSHOP IN ENGLISH

KIDS' ACTIVATION AREA

1:00 PM - 2:00 PM Storytelling with Faith De Silva [GMA]



PHILIPPINE BOOK FESTIVAL

IT'S NOT JUST A BOOK FAIR,
IT'S A BOOK EXPERIENCE

FREE
ENTRANCE

World Trade Center Manila

Apr 25
9 AM - 9 PM

Apr 26
8 AM - 9 PM

Apr 27
8 AM - 9 PM

Apr 28
8 AM - 9 PM

EXHIBITS

April 25 - 28 (Thurs-Sun), 10:00 AM onwards

BOOK NOOK | ANG INK EXHIBITION | CULTURAID IRANUN WEAVING CENTER | NATIONAL LIBRARY OF THE PHILS. RARE BOOK EXHIBITION

MAIN STAGE

DAY
3

DEPED'S NATIONAL READING PROGRAM: A PRIMER
8:00 AM - 9:00 AM

PANEL: CHILDREN'S BOOK CREATIVES
9:00 AM - 10:00 AM

BOARD TALKS: GETTING TO KNOW THE NATIONAL BOOK DEVELOPMENT BOARD
10:00 AM - 11:00 AM

PAPERKAT ON PITCHING WORKS TO FILMMAKERS
11:00 AM - 1:00 PM

CEREMONIAL TURNOVER OF MARIAN RIVERA'S BOOKS TO BOOK NOOK
4:00 PM - 6:00 PM

TINDOG/TINGOG: A SPOKEN WORD CONTEST
6:00 PM - 9:00 PM

CREATOR'S LAB

- 11:00 AM - 1:00 PM** KOMIKS WORKSHOP
- 1:00 PM - 3:00 PM** BAYBAYIN WORKSHOP
- 3:00 PM - 5:00 PM** ZINE MAKING WORKSHOP
- 5:00 PM - 7:00 PM** POETRY WORKSHOP IN FILIPINO

KIDS' ACTIVATION AREA

- 1:00 PM - 3:00 PM** NBDB Storytelling "Ang Pambihirang Sumbrero"
- 3:00 PM - 4:00 PM** Storytelling with Bianca Umali (GMA)

MAIN STAGE

DAY
4

PEPA
8:00 AM - 9:00 AM

THE ROOM WHERE IT HAPPENS: ON INTERNATIONAL PUBLISHING DEALS
9:00 AM - 10:00 AM

WHATCHA SAYING? LEARN FILIPINOSIGN LANGUAGE
10:00 AM - 11:00 AM

PUPPET SHOW: PHILIPPINE INFORMATION AGENCY
11:00 AM - 12:00 NN

PHILIPPINE LITERATURE QUIZ BEE AND TRIVIA COMPETITION
12:00 NN - 1:00 PM

KOMIKS: CULTIVATING COMMUNITIES
1:00 PM - 2:00 PM

PRINSIPE BAHAGHARI: EXCERPT WITH TALKBACKS
2:00 PM - 3:00 PM

COSPLAY FILIPINIANAI
4:00 PM - 5:00 PM

LUNAS-BANWA (CLOSING RITUALS)
5:00 PM - 7:00 PM

SOCIALS
7:00 PM - 9:00 PM

CREATOR'S LAB

- 11:00 AM - 1:00 PM** THE FILIPINO JOURNALISTS AND THEIR WORKS
- 1:00 PM - 3:00 PM** CHILDREN'S ILLUSTRATION WORKSHOP
- 3:00 PM - 5:00 PM** CHILDREN'S BOOK WRITING WORKSHOP
- 5:00 PM - 7:00 PM** POETRY WORKSHOP IN FILIPINO

KIDS' ACTIVATION AREA

- 11:00 AM - 12:00 NN** Doodieboo Asks Storytelling
- 1:00 PM - 2:00 PM** Storytelling with Kelvin Miranda (DMA)
- 3:00 PM - 4:00 PM** Puppet Show: Philippine Information Agency