



Republic of the Philippines  
OFFICE OF THE PRESIDENT  
COMMISSION ON HIGHER EDUCATION

CHED MEMORANDUM ORDER (CMO)

NO. 28

Series of 1997

SUBJECT : INTENSIFIED INFORMATION CAMPAIGN FOR  
THE 30<sup>TH</sup> ASEAN ANNIVERSARY AND ASEAN  
WEEK CELEBRATIONS BY ALL PHILIPPINE  
HIGHER EDUCATION INSTITUTIONS (HEIs)

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In accordance with Proclamation No. 1008 issued by the President of the Philippines declaring 07 - 13 August of every year as "ASEAN week" and in accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994" and by virtue of Resolution No. 001, Series of 1995, of the Commission en banc, all Higher Education Institutions (HEIs) in the country are hereby enjoined to conduct programs and activities to help generate awareness on the importance, value and meaning of the ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN) in achieving and maintaining regional peace and sustainable development in connection with the 30<sup>th</sup> ASEAN Anniversary and ASEAN Week celebrations, thus:

1. Integration of ASEAN topics in social science and other appropriate subjects that will naturally lend themselves to such integration;
2. Holding of lecture series, conferences/symposia and other related fora for a discussion of the economic, social, cultural and political development in the ASEAN member-countries;
3. Holding of competitions such as essay writing, extemporaneous speaking contests and other related activities on ASEAN; and
4. Participation in the attached ASEAN-wide activities (Enclosures 1 and II)

Pasig City, Philippines, July 28, 1997

  
ANGEL C. ALCALA  
Chairman

## ATTACHMENT 1

### ESSAY COMPETITION TO COMMEMORATE THE 30TH ANNIVERSARY OF ASEAN

#### INTRODUCTION

The 30th Anniversary of the Association of Southeast Asian Nations falls on 8 August 1997. To commemorate this historic occasion, the ASEAN Secretariat together with the ASEAN National Secretariats of the ten ASEAN Member Countries, is launching an essay competition for college /university students.

The theme of the essay competition is "My vision of ASEAN in the year 2020"

#### Competition Rules

##### General Rules

The Competition is open to all students of public and private universities who are nationals of the ten ASEAN Member Countries.

##### Technical Rules

- Each essay must be original and not be more than 2,00 words long
- Each essay must be typed in double line spacing on A4 paper.
- The name, home address, university/college, course, telephone number and age of each competitor should be clearly typed on the first page of the essay on the upper right-hand corner.
- Each competitor must send in only one entry.

#### Submission

- All entries must reach the International Affairs Office of the Commission on Higher Education by 5 August 1997.
- All entries must be submitted in a sealed package marked "ASEAN Essay Competition" and sent to the:

**International Affairs Staff  
Commission on Higher Education  
5th flr. DAP Bldg. San Miguel Ave.  
Ortigas Center, Pasig City**

**PROPOSED ACTIVITIES FOR THE 30TH ANNIVERSARY OF ASEAN**

<b>ACTIVITIES</b>	<b>DATE /VENUE</b>	<b>DESCRIPTION</b>
<b>BATTLE OF THE BRAINS</b>	8 AUGUST,1997 PICC, ROXAS BOULEVARD, MANILA	This quiz show will be participated in by representatives of ASEAN members countries. The participnats will include elementary, high school and collegiate levels. The quiz show will be televised on August 16, 23 and 30, 1997 at 1:30-3:00, RPN 9
<b>ASEAN Lecture Series</b>	August 1997-September 1997 U.P. Asian Center	The Lecture Series to be held starting August 1997 seeks to assess the achievements of the ASEAN as a regional organization and provide a prognosis of its future direction in the light of rapid changes in Asia and the rest of the world. It also seeks to inform the general public of the importance and relevance of this regional organization to Philippine society and help inculcate a sense of regional identity.
<b>Asean VillagelGarden</b>	Inauguration on 8 August 1997	The ASEAN Village is a graden with miniature structures representing each of the ASEAN Members countries, and gift shops.
<b>ASEAN Regional Center for Biodiversity</b>	Inauguration on August 1997 Los Banos, Laguna	This is the flagship project of the ASEAN Senior Officials for the Environment for the 30th ASEAN Anniversary.