



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS**  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
DECS Complex, Morao Avenue  
Pasig City Philippines



*Sama-Sama  
sa DECS*

*Tanggapan ng Kalihim  
Office of the Secretary*

January 24, 2000

**DECS MEMORANDUM**

No 30, s 2000

**THE PHILIPPINE BOOKFAIR**

To Bureau Directors  
Regional Directors  
Schools Superintendents  
Private Elementary and Secondary School Principals

1 The Association of Philippine Booksellers, Asian Catholic Publishers, Inc, Book Development Association of the Philippines, Publishers' Representatives Organization of the Philippines and Primetrade Asia, Inc, will hold the Philippine Bookfairs on the following dates and venues

1<sup>st</sup> Philippine Bookfair Davao - March 3-5, 2000-Gaisano Mall, Bajada, Davao

11<sup>th</sup> Philippine Bookfair - Sept 8-17 2000

For Metro Manila only. Schedule of fair open days.

For Trade Buyers (librarians, teachers, school officials)  
September 8, 2000- 1 00-5 00 PM

For the General Public  
September 9-17, 2000- 10 00 AM to 8 00 PM

2 The objectives of the Philippine Bookfairs are a) to promote readership, b) to showcase the newest and latest books, magazines, journals, educational aids and educational software references from the Philippines and other countries, c) to develop, expand and professionalize the book industry and its allied industries in the Philippines, consequently upgrading the learning and teaching levels, d) to upgrade or institutionalize skills and abilities, and e) to provide the book and publishing industry a venue to exchange ideas, forge ties and renew commercial contacts and to touch base with their target markets

3 Major components of the Philippine Bookfair include books, magazines, journals, teaching aids and the latest in educational technology. The fair will also feature special events such as seminars, lectures, workshops and film showings and quiz competitions

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4 In support of this activity, school heads are encouraged to conduct activities and classroom discussions in relevant subjects designed to develop book consciousness and orientation towards the new and appropriate educational technologies. Students, teachers and librarians are likewise encouraged to conduct field trips to the affair.

5 For immediate dissemination and compliance of all concerned

*Andrew Gonzalez*  
ANDREW GONZALEZ, FSC  
Secretary *plw*

Encl

As stated

Reference Unnumbered Memorandum dated July 1, 1999

Allotment. 1--(D O 50-97)

To be indicated in the Perpetual Index  
under the following subjects

✓BOOKS  
✓CELEBRATIONS & FESTIVALS

# THE PHILIPPINE BOOKFAIR – CEBU & DAVAO

## GENERAL INFORMATION

### CEBU

#### VENUE

Cebu Trade Hall 3<sup>rd</sup> Floor SM City Cebu  
North Reclamation Area, Cebu City 6000 Philippines

#### EXHIBIT SCHEDULE

February 25 – 27 2000 / 10 00 A M – 8 00 P M

#### MOVING IN / INGRESS DATE & HOURS

February 24 2000 / 9 00 A M – 6 00 P M

#### MOVING OUT / EGRESS DATE & HOURS

February 28 2000 / 8 00 A M – 6 00 P M

### DAVAO

#### VENUE

Gaisano Mall of Davao  
Bajada Davao City

#### EXHIBIT SCHEDULE

March 3 – 5 2000 / 10 00 A M – 8 00 P M

#### MOVING IN / INGRESS DATE & HOURS

March 2 2000 / 9 00 A M – 12 00 MN  
March 3 2000 / 12 01 A M – 6 00 A M

#### MOVING OUT / EGRESS DATE & HOURS

March 5 2000 / 8 00 P M – 12 00 MN  
March 6 2000 / 12 01 A M – 6 00 P M

### MAJOR COMPONENTS

All kinds of books magazines periodicals journals and newspapers  
Audio Visual Learning Aids/Electronic References  
Computer Software Programs & Databases  
Travel guides maps posters

## THE 11<sup>th</sup> PHILIPPINE BOOKFAIR

EXHIBIT DATES/  
OPEN TO THE PUBLIC

September 9 – 17 2000

VENUE

SM Megatrade Hall 5<sup>th</sup> Level Building B  
SM Megamall EDSA Ortigas Center Complex  
Mandaluyong City Metro Manila

EXHIBITORS INGRESS

September 6 – 8 2000

OPEN TO TRADE BUYERS

September 8 2000 1 00 P M – 6 00 P M

ORGANIZERS

Association of Philippine Booksellers  
Asian Catholic Publishers Inc  
Book Development Association of the Philippines  
Publishers Representatives Organization of the Phils  
Primetrade Asia Inc

EVENT MANAGER

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