



Republic of the Philippines  
**Department of Education**  
 REGIONAL OFFICE IX, ZAMBOANGA PENINSULA

Office of the Regional Director



Advisory No. 383, s. 2024  
**November 26, 2024**

In compliance with DepEd Order (DO) No. 8, s. 2013  
 this advisory is issued not for endorsement per DO 28, s. 2001  
 but only for the information of DepEd officials,  
 personnel/staff, as well as the concerned public  
 (visit [www.deped.gov.ph](http://www.deped.gov.ph))

**INVITATION TO ATTEND THE OPENING PROGRAM OF THE ATREVIDA  
 ARTEVIDA ZAMBOANGA CITY CREATIVE EXPO 2024**


The Department of Trade and Industry (DTI) - Zamboanga City, in partnership with the DTI Competitiveness Innovation Group and the Zamboanga City Creative Development Council, will be hosting the Atrevida ArteVida Zamboanga City Creative Expo 2024. The event, themed "Style and Substance: A Month of Fashion and Mastery," will be held on December 12-13, 2024, and will highlight local fashion, design, and creativity.

In this regard, DepEd Region IX is pleased to disseminate this invitation on behalf of DTI to all interested DepEd personnel to attend the Opening Program on December 12, 2024, at 1:00 PM at the Atrium, KCC, Zamboanga City.

Dissemination of this Advisory is desired.

**Encl.:** – Letter of Invitation and Program from DTI

OARD/HRDD-NEAP/MRA/cba  
 Adv.#029/November 26, 2024

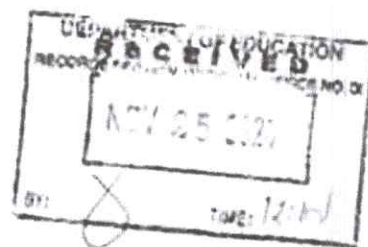
  
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 Ricafort  
 CN=Elejorde Gregorio Cynus  
 Ricafort, SERIALNUMBER=0128ND045805, OU=Region IX, O=Department of Education, C=PH



region9@deped.gov.ph  
 (062) 945-3329 | 09482076710 | 09152475207  
[www.depedro9.info](http://www.depedro9.info) | [www.ro9-deped.com](http://www.ro9-deped.com)  
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 Pres. Corazon C. Aquino Regional Government Center, Balintawak, Pagadian City, 7016

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20 November 2024

**DR. RUTH L. FUENTES**  
Regional Director  
Department of Education IX  
Zamboanga City

Dear RD Fuentes,

Greetings!

We would like to inform you that the Department of Trade and Industry (DTI) - Zamboanga City Office, in collaboration with the DTI Competitiveness Innovation Group and the Zamboanga City Creative Development Council, will be hosting the *Atrévete ArteVida Zamboanga City Creative Expo 2024* on December 12-13, 2024. This event, with the theme **"Style and Substance: A Month of Fashion and Mastery,"** will celebrate and showcase the diverse creative disciplines and rich cultural heritage of Zamboanga City.

The expo will have an art gallery, fashion show, performances, workshops, and ample networking opportunities, all designed to foster collaboration, creativity, and innovation among local stakeholders and visitors.

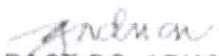
Relative to this, we would like to cordially invite you or your representative to the Opening Program of the expo on December 12, 2024 at 1:00 PM at Atrium, KCC, Zamboanga City.

For confirmation and further inquiries, please feel free to contact Ms. Lucivel C. Torres, the focal person for the creative industry, at cellphone number 0945-320-0279 or via email at [LucivelTorres@dti.gov.ph](mailto:LucivelTorres@dti.gov.ph).

We sincerely hope that you can join us for this event and contribute to its success.

Thank you, and we look forward to your positive response.

Very truly yours,

  
**GRACE DC. ADUCA**  
Provincial Director, DTI-ZCO

ZAMBOANGA CITY OFFICE

**PROGRAMME  
ATREVIDA ARTEVIDA**

Time	Activity	Responsible
<b>Day 1</b>		
9:30 am	Registration/ Attendance	Secretariat
9:45 am	Opening of the Gallery	
10:00 am	Painting Workshop	<b>JUAN PEDRO POLLISCO</b> President, Plazos
12:00 nn	Lunch Break	
	<b>OPENING PROPER</b>	
1:00 pm	Preliminaries (Prayer and National Anthem)	Video-aided
1:10 pm	Welcome Remarks	<b>GRACE DC ADUCA</b> Provincial Director, DTI-ZCO
1:20 pm	Opening Message	<b>AL-ZAMIR I. LIPAE</b> Regional Director, DTI-IX
1:30 pm	Message of Support	<b>MARCO ALFINO MIRANDA</b> Chairman, Zamboanga City Creative Dev Council
1:45 pm	Keynote Speech	<b>KIA ABRERA</b> CEO, Brainworks Inc
2:00 pm	Branding for Creators	<b>MARLON RIVERA</b> Creative Director and Advertising Expert
2:30 pm	The Future of Creative Industries	<b>JO-DANN D. DARRONG</b> Assist. Director, Bureau of Competitive Dev.
3:00 pm	Fire Chat (Exchange of ideas and issues from each domain)	Chairman per Domain of the Zamboanga City Creative Development Council  <b>MR. GABRIEL VINCE PALALLOS</b> Vice-Chair for Audio Visual Media  <b>MR. JOUIE TAMSE</b> Vice-Chair for Digital Interactive Media  <b>MR. CEDRICK ZABALA</b> Vice-Chair for Creative Services  <b>ATTY. ELLA MICHELLE MIRANDA</b> Vice-Chair for Design  <b>MS. FLORAINE O. PANTALETA</b> Vice-Chair for Publishing and Printed Media  <b>MR. CARLITO ROBIN</b> Vice-Chair for Performing Arts  <b>MS. SANDRA JAMIRO</b> Vice-Chair for Visual Arts  <b>MS. MA. ROSALINDA FERNANDO</b> Vice-Chair for Cultural Sites  <b>MR. MARCO ALFINO MIRANDA (Moderator)</b>
4:15 pm	Film Showing (Local artists)	Audio Visual Arts Domain

6:00 pm	Fashion Show	
8:00 pm	Networking Night	
<b>Day 2</b>		
9:30 am	Registration/ Attendance	Secretariat
10:00 am	Game Development Orientation & Workshop	<b>MR. JOIE TAMSE</b> Vice-chair ZCCDC on Game Development
12:00 pm	Lunch Break	
1:00 pm	Film Showing (Local artists)	Audio Visual Arts Domain
2:00 pm	Singing and Dancing Contests	
4:00 pm	Cosplay Show	Cosplay Group of ZC
6:00 pm	Awarding/Closing Program	