



REPUBLIC OF THE PHILIPPINES
PROVINCE OF PAMPANGA
OFFICE OF THE GOVERNOR

Provincial Capitol, City of San Fernando, Pampanga
Tel. No.: (045) 435-2577

EXECUTIVE ORDER NO. 13-2017

**CREATING THE TECHNICAL WORKING GROUP FOR
TOURISM BRANDING IN THE PROVINCE OF PAMPANGA**

WHEREAS, tourism is one of the fastest growing and most important factor in the economic sectors in the world, benefiting destinations and communities;

WHEREAS, tourism drives inclusive economic growth and social development by promoting entrepreneurship, creating jobs and fighting poverty, and can also encourage environmental protection, cultural heritage preservation, and stronger peace and mutual understanding around the world;

WHEREAS, Section 2 of Republic Act 9593 also known as Tourism Act of 2009, declares tourism as an indispensable element of the national economy;

NOW, THEREFORE, I, LILIA G. PINEDA, Governor of Pampanga by virtue of powers vested in me by law do hereby create the Technical Working Group for Tourism Branding in the Province of Pampanga.

SECTION 1. COMPOSITION. The Technical Working Group (TWG) for Tourism Branding in the Province of Pampanga shall be composed of the following:

Board Member Cherry D. Manalo
Board Member Anthony Joseph S. Torres
Board Member Ananias L. Canlas, Jr.
Board Member Olga Frances D. Dizon
Mr. Lord Francis Musni
Mr. Alexander Castro
Mr. Arwin Paul Lingat

Representatives from:
Department of Tourism Region 3
Pampanga Chamber of Commerce and Industry
Hotels and Restaurants
Tour Operators
Tour Guides
Transport Group



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Angeles Tourism Office
San Fernando Tourism Office
CDC Tourism Office
Clark International Airport Corporation

The members shall elect from among themselves who shall act as the Head of the TWG.

SECTION 2. FUNCTIONS. The TWG shall perform the following functions:

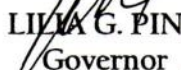
1. Conduct and attend periodic consultations and meetings on Pampanga Tourism Branding as set by the head of the TWG.
2. Participate in the branding trainings in preparation for the new Pampanga Tourism Campaign.
3. Identify, classify and evaluate tourism destinations, sites, activities, community-based cultural concerns, issues and agenda that are tools for tourism activities in promoting the province.
4. Provide inputs and recommendations in the formulation of the new Tourism Brand.
5. Formulate programs and activities for the launching of the new Tourism Brand.
6. The TWG shall check and approve the different promotional collateral layouts for the Tourism Brand campaign.

SECTION 3. SECRETARIAT.

The Arts, Culture and Tourism Office of Pampanga shall act as secretariat of the Technical Working Group.

SECTION 4. EFFECTIVITY. This Executive Order shall take effect immediately.

Done in the City of San Fernando, Pampanga, this JUL 25 2017.


LILIA G. PINEDA
Governor