



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
A. Francisco Gold Condominium II, EDSA cor. Mapagmahal St.
Diliman, Quezon City

November 14, 2003

MEMORANDUM CIRCULAR
No. 2003-218

FOR : GOVERNORS, CITY/MUNICIPAL MAYORS OF LAGUNA, QUEZON, CAMARINES SUR, ALBAY, SORSOGON, WESTERN SAMAR, LEYTE, SURIGAO, AGUSAN DEL NORTE, MISAMIS ORIENTAL, LANA O DEL NORTE, MISAMIS OCCIDENTAL, NEGROS ORIENTAL, ILOILO, CAPIZ, MINDORO, BATANGAS AND CAVITE

SUBJECT : PILIPINAS KABUHAYAN KARAVAN 2003

The **MEDIA PRACTITIONERS DEVELOPMENT COOPERATIVE (MEDIA KOOP)** is organizing the Pilipinas Kabuhayan Karavan 2003 from November 24-December 5, 2003 with the theme "Domestic Tourism and Agro Market Linkages Toward Genuine Development." The caravan will be a 10-day tour from Luzon, Visayas and Mindanao passing through the following strategic cities and municipalities:

Lucena City	November 24, 2003
Legaspi City	November 25, 2003
Catbalogan City	November 26, 2003
Surigao City	November 27, 2003
Cagayan de Oro City	November 28, 2003
Dapitan	November 29, 2003
Bacolod City	November 30, 2003
Iloilo City	December 1, 2003
Kalibo, Aklan	December 2, 2003
Calapan City	December 3, 2003

Members of the **MEDIA KOOP** mostly media practitioners will give lectures on entrepreneurship, tourism promotion, agro development among others.

The objectives of this activity are:

1. To promote domestic tourism especially eco-tourism, agro tourism and koop tourism (visit and learn from local cooperatives).
2. To support the promotion of the nautical highway or the roll-on, roll-off shipping network linking all major islands to boost market linkages for agriculture and tourism; and
3. To establish linkages among LGUs, local cooperatives and business community to facilitate market matching among buyers, suppliers and investors.

In this connection, you are hereby encouraged to participate in this activity and provide the necessary support to the caravan, when necessary.

For guidance and information.

Attested by:

ATTY. ALAN ROULZO YAP
Head Executive Assistant

JOSE D. LINA, JR.
Secretary