



ASSETS MANAGEMENT SECTION  
DATE: 3/8/2021  
TIME: 2:16  
3/9/2021 11:00am

Republic of the Philippines  
**Tourism Infrastructure & Enterprise Zone Authority**

**MEMO FOR : THE ASSISTANT CHIEF OPERATING OFFICER  
ASSETS MANAGEMENT SECTOR**

**FROM : THE MANAGER  
BUSINESS DEVELOPMENT DEPARTMENT**

**SUBJECT : TOURISM CONGRESS OF THE PHILIPPINES (TCP)**

**DATE : 04 March, 2021**

Sir, this refers to the attached letter of Mr. Jose C. Clemente III, President of the Tourism Congress of the Philippines (TCP), proposing a Project Partnership with the Authority in the conduct of their Virtual Regional and Annual Meetings.

The TCP, created by virtue of the Tourism Act of 2009 (Republic Act No. 9593), is a private sector consultative body which assists the government in the development, implementation and coordination of the Philippine Tourism Policy as it aligns its goals and programs with the National Tourism Development Plan (NTDP) of the Department of Tourism for 2017 to 2022.

The TCP, the voice of the tourism industry, aims to revive the hard-hit tourism businesses moving towards the eventual recovery of global tourism. The Congress continues to work and perform its mandate to hold 2021 Virtual Regional and Annual Meetings where both the government and industry stakeholders discuss issues / concerns and plan how to confront and mitigate the challenges in a better normal.

In view of this, the TCP is inviting TIEZA as a Project Partner for the conduct of their Virtual Regional Meeting for Mindanao scheduled on 15 April 2021, Thursday, at 2:00 pm to 4:00 pm.

**As a Project Partner, the TCP will provide the following:**

**A. Virtual Promotions and Advertisement:**

1. Corporate logo inclusion in the TCP FB page within March & April 2021.
2. Corporate logo inclusion in the virtual event backdrop.
3. Acknowledgement as one of the partners during the event.
4. Opportunity for TIEZA Speaker to present its corporate profile, projects and programs.
5. Complimentary Ad in one of the issues of E-Newsletter 2021- Inside Front Cover worth 25,000.00 and one inside page worth 20,000/page (full color high-resolution camera-ready jpeg format, size: 8.5 x 11, will be provided by TIEZA)
6. Showcase and promote TIEZA's various products and services through a 5 to 15-minute video clip to be shown once a week for the months of March and April 2021.



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**B. FB LIVE Session**

TCP, in cooperation with Events Management Philippines-Exlink will host an FB Live session specifically for TIEZA.

A minimum of 2,500 or more target FB viewers consisting of TCP members, Tourism Stakeholders, Investors in the hospitality industry and local and international tourists.

The program flow will be coordinated with the Business Development Department.

TCP will be in charge of the posting, hosting, production of E-Newsletter and invitation dissemination.

In exchange, **TIEZA as the Project Partner** will provide **TCP One Hundred Thousand Pesos (Php100,000.00)** for the implementation of the abovementioned program.

In support to the Tourism Congress of the Philippines, may the undersigned respectfully recommend TIEZA's participation as **Project Partner** in TCP's Virtual Regional Meeting for Mindanao in view of the following reasons:

1. Our partnership will provide support and assistance to the private sector during this recovery period as we gear up to bounce back and prepare for the reopening of our Operating Properties. This will give us leverage in marketing and promoting our entities as jump-off destinations for immersing in nature, culture and adventure to the TCP members, target audience and invited guests.
2. This gathering of key players and stakeholders in the tourism industry makes it an excellent venue to get leads for future networking and prospecting opportunities with potential clients.
3. The event provides global updates on the new and better normal, market travel trends, tourism development and investment opportunities, current tourism statistics and tourism forecasts for 2021 and beyond, considering the impact of the Covid-19 pandemic.
4. Maximize the benefits and opportunities of our partnership which opens new doors for collaboration with decision-makers in the travel industry as well as building business with TCP's stakeholders.

The amount of P100,000.00 shall be chargeable against the Business Development Department's budget.

For the Assistant Chief Operating Officer's consideration and approval.

Thank you.

  
MA. EVELYNE A. FRANCISCO

APPROVED /

  
JETRO NICOLAS F. LOZADA  
Assistant Chief Operating Officer  
Assets Management Sector