



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
CARAGA ADMINISTRATIVE REGION



MEMORANDUM FROM THE REGIONAL DIRECTOR
No. 53 Series 2016

FOR : PRESIDENTS/HEADS
Public and Private HEIs

SUBJECT : CARAT EXPO 2016 TO BE HELD ON NOVEMBER 9-13, 2016 AT
ROBINSON'S PLACE, BUTUAN CITY

DATE : October 24, 2016

This Office hereby endorses the above mentioned activity for the voluntary support of all concerned.

Attached is the communication from Mr. Roger N. Ramirez, President of the Butuan City Chamber of Commerce, Lead Chamber for CARAT 2016, which contains relevant information for your reference.

Wide dissemination of this information is desired.


MARICAR R. CASQUEJO, Ph.D., CESO III
Director IV

Incl: As Stated



CARAGA AGRICULTURAL TRADE & MARKETING EXPOSITION 2016

Butuan City Chamber of Commerce and Industry Foundation, Inc.

City Sports Complex, Libertad Butuan City

Contact Nos.: 085-3428859 085-3429404 639995761855 09157969861

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September 15, 2016

MARICAR R. CASQUEJO, Ph.D., CESO III

Regional Director

Commission on Higher Education

CSU Campus, Ampayon

Butuan City



Dear Ms. Casquejo,

Warm greetings from the Chambers of Caraga!

CARAGA, where we belong has long been on the list of the poor regions in the country. For many years in the past it was stated to be the poorest. Despite the replete natural resources in minerals, agri-aqua and forestry products, the region has been struggling to be out on the list of the poorest regions. Thanks to our leaders in government and private sector, Caraga has finally lifted itself from a very undesirable economic scenario. It has then become an ardent desire by everyone not to go back from that quagmire.

Recently, Caraga has marked a significant growth in its agricultural products. A substantial number of our farmers and marine producers have increased in their productivity, hence the challenge to sustain the momentum Caraga's agriculture has reached and take it to the next level. One step is to begin promoting Caraga's products, establish market links and networks and open new avenues for agricultural trade and commerce.

Driven by these objectives, various stakeholders in Caraga, led by the **Caraga Chambers of Commerce**, the **Department of Trade and Industry**, the **Department of Agriculture**, supported by other agencies and organizations, including the DOST, NEDA and RDC, USDA, Winrock International and others, are coming together for the first Caraga Agricultural Trade and Marketing Exposition this year.

Also called the **CARAT EXPO 2016**, this initiative is seen to bolster Caraga's agri-aqua sector and promote a signature brand for the region. If in Mindanao, tuna identifies General Santos City; durian for Davao, pineapple for Bukidnon, sardines for Dipolog, we also need to have a product that should project something special to offer not just in the local market, but more so internationally. The Chambers of Caraga together with **Winrock International** and partner line agencies have chosen a signature product that is the lobster. **CARAGA LOBSTER** will be launched on **November 9 -13, 2016** at the **Robinsons Place Butuan**. Corporate Exhibits, "Taboan" at the Car Park and trainings at the Go Hotel Function Room are the venues to house the different activities for the week. Business Encounters, Skills Competitions and Co-Curricular School Contests are aligned for this launch.

A series of training on agriculture from experts are aligned with the produce featured for the day:

Nov.9 - Lobster Day (Lobster Festival) - Crustacean Culturing

Nov.10- Fruits & Veggies Day (Gulay at Prutas Festival) - Breakthroughs in Horticulture

Nov.11 - AquaMarine Day (Sinuglaw Festival) - Fishing Industry Enhancement

Nov 12 - Livestock Day (Lechon Festival) - Livestock Raising & Productivity

Nov.13 - Coco/Palay/Tubers Day (Palagsing Festival) - By-Product Production & Technology

The trainings are charged **Php 100.00** per training that includes a kit, snacks and lunch. With the different Food Festivals, corresponding contests are in the pipeline: Bartending, Table Setting, Fruit Carving, Eating, Dancing, Singing and Poster Making.

We fervently hope that you can disseminate in your schools this first time ever Trade Expo on a regional scale. We expect that students from different schools at different levels come and visit us at Robinsons Place on these dates.

With you we can do better.

Thank you very much.

Respectfully,



MR. ROGER N. RAMIREZ

President

Butuan City Chamber of Commerce

Lead Chamber for CARAT 2016