



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF BATANGAS

Advisory No. 107, s. 2025

August 20, 2025

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)

Malikhaing Pinoy Expo: Archipelago of Filipino Creativity (MPX)

Attached herewith the invitation letter from Department of Trade and Industry (DTI).

Participation of public and private schools shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 9, s. 2005 entitled "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith" and the no-collection policy as stated in Section 3 of Republic Act No. 5546, An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law).

For complete details, please refer to the attached documents.

For information and widest dissemination.

AGC/CID/S2-110993/08/20/2025

Aug
AUG 13 2025
52-110993

12 August 2025

MARITES A. IBAÑEZ

Superintendent

DepEd - CALABARZON (Batangas)

DepEd Bldg. Provincial Sports Complex, Bolbok, Batangas City

Dear **Ms. Ibañez**,

The Department of Trade and Industry (DTI), through the Philippine Creative Industries Development (PCID) Council Secretariat, is pleased to invite you at the **Opening Ceremony** of the **Malikhaing Pinoy Expo: Archipelago of Filipino Creativity (MPX)**, an inaugural national creative expo, on **04 September 2025 at 1:30 p.m.** The MPX is a five-day event taking place from **03 to 07 September 2025** at the **SMX Convention Center Aura, SM Aura Premier, Taguig City.**

With the month-long celebration theme “**#WeAreACreativeNation**”, this landmark event aims to strengthen the Philippines’ position as Asia’s Premier Creative Hub by 2030. It reaffirms the national government’s resolute commitment to advancing the Philippine creative economy as a strategic driver of sustainable and inclusive development, while also promoting collaboration among national government agencies, local government units, the private sector, and creative professionals.

The *Malikhaing Pinoy* Program is DTI’s flagship initiative under Republic Act No. 11904, otherwise known as the Philippine Creative Industries Development Act. It serves as the national platform for advancing the country’s creative economy, encompassing nine major domains that include audiovisual media, visual arts, digital interactive media, design, performing arts, publishing and printed media, traditional cultural expressions, creative services, and cultural sites.

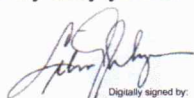
To make this event truly impactful, we warmly encourage your school to take part by allowing both faculty and students to actively engage in the expo’s talks and activities. We have curated a rich program of interactive sessions, insightful discussions, and hands-on experiences—ranging from student immersion and faculty participation to institutional exhibits and on-site learning opportunities designed to broaden your students’ perspectives and strengthen their creative skills. This will highlight your institution’s role in shaping future innovators and contributing to national development through creative education and research.

For your reference and to confirm your attendance, please visit <https://mpx.malikhaingpinoy.ph>, where you can access the Pre-Registration Form and the Expo Briefer.

Should you have any questions or require further information, you may contact Ms. Kamill Dawn Dess Abaca at KamillDawnDessAbaca@dti.gov.ph or via Viber at 0927-217-4831.

We look forward to the honor of welcoming you to this important national celebration.

Very truly yours,



Digitally signed by:
Director Lilian G. Salonga
Date: 12 August 2025

LILIAN G. SALONGA

Acting Executive Director

PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT COUNCIL SECRETARIAT