



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

MEMORANDUM FROM THE CHAIRPERSON

FOR : ALL CHED CENTRAL AND REGIONAL OFFICE DIRECTORS
ALL PRESIDENTS/ HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS (HEIs)

SUBJECT : PARTICIPATION AT THE 32ND MANILA INTERNATIONAL BOOK FAIR TO BE HELD ON SEPTEMBER 14-18, 2011 IN PASAY CITY

DATE : March 14, 2011

In accordance with the pertinent provisions of Republic Act (R.A.) 7722, otherwise known as the "*Higher Education Act of 1994*", this Office hereby endorses the subject undertaking, organized by the Primetrade Asia, Inc., for the support and participation of all concerned.

The fair aims to promote good reading habits, especially among the youth, and create opportunity for people to avail of books and learning tools for the development, upgrading and institutionalizing skills of the book industry and its allied industries, thereby, upgrading teaching and learning levels.

For further information and/or inquiries you may coordinate with Ms. Irene Lloren or Ms. Tinette Capistrano at telephone numbers (+632) 896-0661 and 896-0682 or through e-mail address bookfair@primetradeasia.com

Wide dissemination of this Memorandum is desired.


PATRICIA B. LICUANAN

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