

## SCHEDULE OF SPECIAL EVENTS

As of August 24, 2025

### **Day 1 - Wednesday, September 10, 2025**

9:00 A.M. – 12:00 NN • 2/F Meeting Room 9

Seminar/Workshop

Hosted by: Tuttle Publishing

9:30 A.M. – 10:00 A.M. • G/F Hall 2 & 2/F Function Room 2

Ribbon Cutting Ceremonies

10:00 A.M. – 12:00 NN • 2/F Meeting Rooms 7 & 8

Lecture Forum: “LIT-UP with Impactful Library Report: Inspiring Evidence-Based Narratives”

Speaker: Mennie Ruth A. Viray (College Librarian, De La Salle University - Laguna Campus)

Hosted by: Philippine Association of Academic/Research Librarians, (PAARL) Inc.

10:00 A.M. – 5:00 P.M. • 2/F Meeting Rooms 4 to 6

Summit on Tourism & Hospitality Education

Hosted by: Manila International Book Fair

1:30 P.M. – 4:30 P.M. • 2/F Meeting Room 9

TBA

Hosted by: C&E Adaptive Learning Solutions

2:00 P.M. – 4:00 P.M. • 2/F Meeting Room 7

Web of Science FGD

Hosted by: C&E Logic FGD

3:30 P.M. – 5:00 P.M. • Stage Area at G/F Hall 1

Edjop: The Movie

Hosted by: Anvil Publishing, Inc.

5:30 P.M. – 6:30 P.M. • Stage Area at G/F Hall 1

Every Reader Counts: Differentiated Paths to Phonemic Awareness Success

Hosted by: Philippine Christian Literature, Inc. (PCLI)/Philippine Christian Book Store

### **Day 2 - Thursday, September 11, 2025**

8:00 A.M. – 5:00 P.M. • Function Room 4 Seminar Area

TBA

Hosted by: National Book Development Board (NBDB)

9:00 A.M. – 1:00 P.M. • 2/F Meeting Rooms 7 & 8

Forum of the Philippine Group of Law Librarians (PGLL)

Hosted by: Central Books Supply, Inc.

11:00 A.M. – 12:00 NN • 2/F Meeting Room 9

Relaunching: Protagonist of the Christianization of the Philippines

Hosted by: Word & Life Publications & Don Bosco Press, Inc.

Organized by  
**PRIMETRADE ASIA, INC.**

LG24 – 25 Star Centrum Condominium, 317 Sen. Gil Puyat Avenue cor. Malugay Street, Brgy. Bel-Air, 1209 Makati City  
Telephone No.: 632 8896 0682 E-Mail: info@primetradeasia.com

11:15 A.M. – 12:45 P.M. • Stage Area at G/F Hall 1  
Meet & Greet and Booksigning of Governor Vilma Santos-Recto  
Hosted by: UST Publishing House

12:00 NN – 1:00 P.M. • 2/F Meeting Room 9  
Relaunching: Mga Awiting Pansamba  
Hosted by: Word & Life Publications & Don Bosco Press, Inc.

1:00 P.M. – 2:00 P.M. • 2/F Meeting Room 9  
Relaunching: The Bible: 100% Human 100% Divine by: Bishop Broderick S. Pabillo, DD  
Hosted by: Word and Life Publications & Don Bosco Press, Inc.

1:00 P.M. – 2:30 P.M. • Stage Area at G/F Hall 1  
Book Launching of STI College Muñoz Students' Cradle of Lullabies  
Hosted by: Lolakwentosera Book Publishing

1:30 P.M. – 3:30 P.M. • 2/F Meeting Room 7  
Book Launching of Dr. Aisa P. Arles of Far Eastern University  
Hosted by: Wiseman's Books Trading, Inc.

2:30 P.M. – 5:00 P.M. • 2/F Meeting Room 8 & 9  
TBA  
Hosted by: C&E Adaptive Learning Solutions

3:00 P.M. – 6:00 P.M. • Stage Area at G/F Hall 1  
Cardinal Sin Book Awards  
Hosted by: Asian Catholic Communications, Inc. (ACCI)

4:00 P.M. – 6:00 P.M. • 2/F Meeting Room 6  
Forum  
Hosted by: University of the Philippines Press

6:30 P.M. – 8:00 P.M. • Stage Area at G/F Hall 1  
Book Launching: Passage Through Consciousness  
Speaker: Leonardo "Ka Leny" Manalo  
Hosted by: Birds in Focus, Inc.

### **Day 3 - Friday, September 12, 2025**

8:00 A.M. - 3:00 P.M. • 2/F Meeting Rooms 4 & 5  
The Intentional Parent: Real Talk for Raising Kids with Calm, Clarity, and Connection  
Hosted by: The Nest School, The Raya School, and Primetrade Asia, Inc.

8:00 A.M. – 5:00 P.M. • 2/F Meeting Rooms 7 to 9  
PEPCON  
Hosted by: Philippine Educational Publishers Association (PEPA)

10:00 A.M. – 11:00 A.M. • Stage Area at G/F Hall 1  
Forum  
Hosted by: Rex Education

10:00 A.M. – 12:00 NN • Stage Area at 2/F Function Room 1

Josiah Go's Book Launch

Hosted by: National Book Store

10:00 A.M. – 12:00 NN • 2/F Meeting Room 6

Relaunching: Directory for Catechesis (2020)

Hosted by: Word and Life Publications & Don Bosco Press, Inc.

10:00 A.M. – 1:00 P.M. • Stage Area at 2/F Function Room 4

St Paul National Bible Quiz

Hosted by: St Pauls and Manila International Book Fair

12:30 P.M. – 1:30 P.M. • Stage Area at 2/F Function Room 1

Book Reading

Hosted by: Brilliant Creations Publishing, Inc.

1:00 P.M. – 2:30 P.M. • Stage Area at G/F Hall 1

Usapang Utak Topak Tungo Sa Buhay Na Pak Na Pak (Mental Health Talk)

Speakers: Lolakwentosera & Working Nanay

Hosted by: Lolakwentosera Book Publishing

1:00 P.M. – 3:00 P.M. • 2/F Meeting Room 6

Magbasa Tayo! Let's Read! Empowering Young Readers with Decodable Texts

Hosted By: Lampara Books

1:45 P.M. – 2:45 P.M. • Stage Area at 2/F Function Room 1

Design It Your Way with POSCA Workshop

Hosted by: Asiatrends Import & Export Corporation

3:00 P.M. – 5:00 P.M. • Stage Area at G/F Hall 1

Book Signing by National Artist Mr. Ricky Lee

Hosted by: University of the Philippines Press

3:30 P.M. – 5:30 P.M. • 2/F Meeting Room 6

Book Launch – General Education Titles of Dela Salle University Dasmariñas

Hosted by: Wieman's Books Trading, Inc.

4:00 P.M. – 5:00 P.M. • Stage Area at 2/F Function Room 1

Book Launch

Hosted by: Milflores Publishing, Inc.

5:00 P.M. – 7:00 P.M. • 2/F Meeting Rooms 4 & 5

Klasrum Adarna: The Big 6 of Reading

Hosted by: Adarna House, Inc.

5:30 P.M. – 6:30 P.M. • Stage Area at G/F Hall 1

Vibal Book Launch

Hosted by: Vibal Group Inc.

6:30 P.M. – 7:30 P.M. • Stage Area 3 at 2/F Function Room 4  
Book Launch  
Hosted by: HS Grafik Print

**Day 4 - Saturday, September 13, 2025**

8:00 A.M. – 5:00 P.M. • 2/F Meeting Room 6  
Product Demonstration/Presentation  
Hosted by: Phoenix Publishing House, Inc.

9:00 A.M. – 1:30 P.M. • 2/F Meeting Rooms 8 & 9  
Powerful Connections for Early Literacy Forum  
Hosted by: Zero to Three and Manila International Book Fair

10:00 A.M. – 11:00 A.M. • Stage Area at G/F Hall 1  
Jollibee Values Books Storytelling Time  
Hosted by: Adarna House, Inc.

10:00 A.M. – 12:00 NN • Stage Area at 2/F Function Room 1  
Book Launch  
Hosted by: 19th Avenida Publishing House

10:00 A.M. – 7:00 P.M. • 2/F Meeting Room 7  
Book Launching  
Hosted by: Summit Publishing House, Inc.

11:00 A.M. – 12:00 NN • 2/F Meeting Room 4  
Of Flowers That Bloomed for You Launching  
Hosted by: J. Silvers Publishing

11:30 A.M. – 1:30 P.M. • Stage Area at G/F Hall 1  
The 11th Lampara Prize: Awards Ceremony  
Hosted by: Lampara Books

12:15 P.M. – 1:15 P.M. • Stage Area at 2/F Function Room 1  
Forum  
Hosted by: Royal Norwegian Embassy in Manila

1:00 P.M. – 2:00 P.M. • 2/F Meeting Room 4  
Franz Mherryon, Regina Amit and Ron Canimo Book Signing  
Hosted by: J. Silvers Publishing

1:30 P.M. – 3:30 P.M. • Stage Area at 2/F Function Room 1  
Book Launch  
Hosted by: Overseas Publishers' Representative Association of the Philippines (OPRAP)

2:00 P.M. – 4:00 P.M. • 2/F Meeting Room 8  
Roses and Champagne and Cherry Blossoms After Winter  
Hosted by: Precious Pages Corp.

2:00 P.M. – 3:00 P.M. • Stage Area at G/F Hall 1

Penguin Random House – Panel Discussion

Hosted by: Abacus Book & Card Corp. (Learning on Wheels)

2:30 P.M. – 3:30 P.M. • Stage Area 2 at 2/F Function Room 1

TBA

Hosted by: Overseas Publishers' Representatives Association of the Philippines (OPRAP)

3:00 P.M. – 4:00 P.M. • Stage Area at G/F Hall 1

Hwang Boreum Book Talk

Hosted by: Abacus Book & Card Corp. (Learning on Wheels)

3:00 P.M. – 5:00 P.M. • 2/F Meeting Room 9

Presentation of "Cosmetics, Fashion and the Exploitation of Women"

Hosted by: Pathfinder Books

3:00 P.M. – 7:00 P.M. • 2/F Meeting Rooms 4 & 5

How to Write a Book

Hosted by: Central Book Supply, Inc.

4:00 P.M. – 5:00 P.M. • Stage Area at G/F Hall 1

Parker Pen Meet & Greet with Celebrity

Hosted by: Abacus Book & Card Corp. (Learning on Wheels)

4:00 P.M. – 5:00 P.M. • Stage Area at 2/F Function Room 1

Book Launch

Hosted by: Milflores Publishing

4:30 P.M. – 5:30 P.M. • 2/F Meeting Room 8

Are You Still Watching? Book Launch

Hosted by: Ateneo de Manila University Press

5:15 P.M. – 6:15 P.M. • Stage Area at 2/F Function Room 1

Book Launch

Hosted by: The Indie Publishers Collab

5:15 P.M. - 6:15 P.M. • Stage Area at G/F Hall 1

From Manila to the World: Writing Stories That Travel

Hosted by: Penguin Random House SEA

5:30 P.M. – 6:30 P.M. • 2/F Meeting Room 8

Poetry Reading

Speakers: Paolo Tiasas and Alfie Manalastas

Hosted by: Ateneo de Manila University Press

6:30 P.M. – 8:00 P.M. • Stage Area at 2/F Function Room 1

Book Launching

Hosted by: HS Grafik Print / PaperKat Books

6: 30 P.M. – 8:00 P.M. • Stage Area at G/F Hall 1  
Vibal Book Launch  
Hosted by: Vibal Group Inc.

**Day 5 - Sunday, September 14, 2025**

10:00 A.M. – 11:00 A.M. • Stage Area at G/F Hall 1  
Eucharistic Celebration  
Hosted by: Asian Catholic Communicators, Inc. (ACCI)

10:30 A.M. – 12:00 NN • Stage Area at 2/F Function Room 1  
Book Launch  
Hosted by: The Indie Publishers Collab

11:00 A.M. – 12:00 NN • 2/F Meeting Room 4  
Adarna House Presents: New Titles from Virgilio S. Almario and Luis P. Gatmaitan  
Hosted by: Adarna House, Inc.

11:15 A.M. – 12:45 P.M. • Stage Area at G/F Exhibit Hall 1  
JSD Authors Book Signing  
Hosted by: JSD Publication

12:15 P.M. – 1:15 P.M. • Stage Area at 2/F Function Room 1  
JSP Authors & Friends Live Podcast Session  
Hosted by: J. Silvers Publishing

1:00 P.M. – 3:00 P.M. • Stage Area at G/F Hall 1  
Flutter Fic - Wattpad Authors  
Hosted by: Anvil Publishing, Inc.

1:00 P.M. – 5:00 P.M. • 2/F Meeting Room 4  
Book Signing  
Hosted by: PSICOM Publishing, Inc.  
2:00 P.M. – 3:00 P.M. • Stage Area at 2/F Function Room 1  
Atom Araullo Book Launch  
Hosted by: University of the Philippines Press

3:00 P.M. – 4:00 • Stage Area at 2/F Function Room 1  
Hidilyn Diaz Book Launch  
Hosted by: Good Intentions

3:00 P.M. – 4:00 P.M. • Stage Area at 2/F Function Room 4  
Translation in Focus: A Workshop  
Hosted by: Overseas Publishers' Representatives Organization of the Philippines (OPRAP)

3:15 P.M. – 5:15 P.M. • Stage Area at G/F Hall 1  
In Full Bloom (LIB Booksigning)  
Hosted by: Precious Pages Corp.

4:15 P.M. – 5:15 P.M. • Stage Area at 2/F Function Room 1

Book Launch

Hosted by: Milflores Publishing

5:30 P.M. – 6:30 P.M. • 2/F Meeting Room 4

From Cover to Cover: Another Panel on Book Design

Speakers: Nikki Solinap, Zoe De Ocampo, and Dustin Carbonera

Hosted by: Ateneo de Manila University Press

6:00 P.M. – 8:00 P.M. • Stage Area at G/F Hall 1

Book Launch

Hosted by: Central Book Supply, Inc.

6:00 P.M. – 8:00 P.M. • Stage Area at 2/F Function Room 1

Quezon Movie Launch

Hosted by: Anvil Publishing, Inc.