

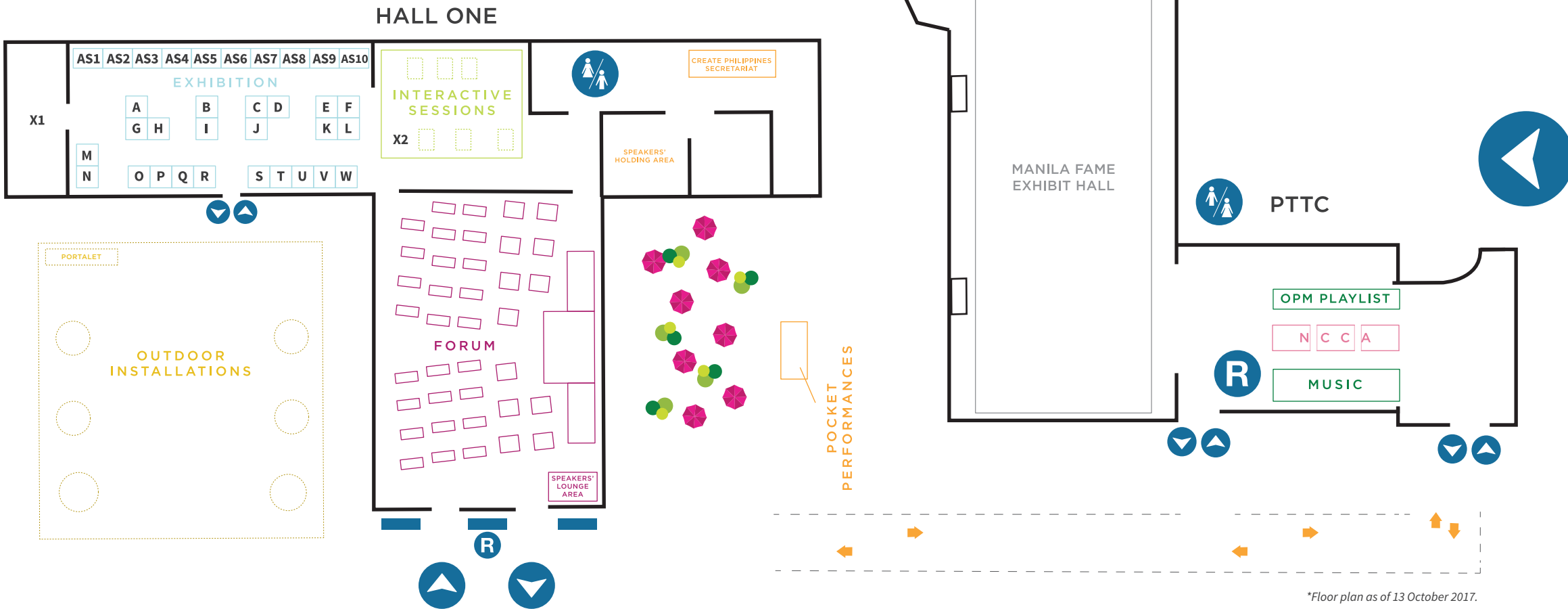


CREATE Philippines

VISUAL ARTS & GRAPHIC DESIGN
ADVERTISING CONTENT & PRODUCTION
FILM & ANIMATION
DIGITAL GAMES & APPS
MUSIC & PERFORMING ARTS
COMMUNICATION DESIGN

VENUES:
HALLONE
(FORUM, EXHIBITION, SPECIAL EVENTS, INTERACTIVE SESSIONS)
PHILIPPINE TRADE TRAINING CENTER (PTTC)
(CREATION STATION, VISUAL ARTS)
PASAY CITY, METRO MANILA

Event Showguide



*Floor plan as of 13 October 2017.

exhibitors

Animation Council of the Philippines, Inc.	E & F	Neocadia, Inc.	U	ASEAN EXHIBITORS	
Adobo Magazine	G	PLDT Enterprise	W	Brunei - Expression Music	AS4
Ballet Manila, Inc.	M	Posible.net	R	Indonesia - Five Jack	AS3
British Council - Philippines	L	TCL	S & T	Malaysia - BIMP-EAGA Business Council, Labuan, Malaysia Chapter	AS5
Communication Design Association of the Philippines	B & I	University of Santo Tomas - College of Fine Arts and Design	V	Malaysia Digital Economy Corporation	AS8
Design Center of the Philippines	A			Myanmar - Vision to Motion Myanmar Co., Ltd.	AS7
HOMONYM, Inc. / Philippine Association of Independent Music	D	storage and crew area	X1	Philippines- Game Developer Association of the Philippines	
Idea M Innovation, Design, and Marketing Consultancy	C & J	Globaltronics + Espinosa Arts and Design	X2	+ Synergy88 Digital	AS1 & AS2
KapeTayo Coffee	K			Singapore - QLC (Fawkes Monroe Labs Pte. Ltd.)	AS9
				Thailand - PiN Metal Art Co., Ltd.	AS10
				Vietnam - VNI Co., Ltd.	AS6

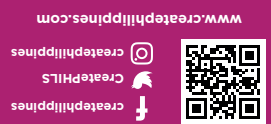
partners

Co-Organizers | **Institutional Partners** | **Industry Partner** | **Academic Partner**

Supporting Organizations | **Sponsors**

Event Partners

CREATE Philippines



www.createphilippines.com

ARCHIPELAGO OF CREATIVES
Islands of Makers

The Philippines enjoys a well-deserved international reputation for creativity. Similar to its scattered islands, the creative industries cover a wide array of subsectors including advertising, animation, architecture, crafts, cultural heritage activities, design, film, literature, music, new media, performing arts, communication design, publishing, and visual arts.

Aiming to harness this pool of creativity, the Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), has launched "The Philippines Creative Industries" -- two simultaneous trade shows that will promote the lucrative economic potential of the country's creative industries and its subgroups.

CREATE Philippines

Coinciding with the 66th edition of Manila FAME, CREATE Philippines was launched by the Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), to promote the creative industry and its subgroups' lucrative economic potential. The event highlights the fast-growing sectors of Visual Arts & Graphic Design, Advertising Content & Production, Film & Animation, Digital Games & Apps, Music & Performing Arts, and Communication Design.

CREATE Philippines is an official trade activity of the ASEAN Summit 2017 under the ASEAN 2017 Committee on Business and Investment Promotions (CBIP) led by Undersecretary Nora K. Terrado of the Department of Trade and Industry (DTI).

COMPONENTS



FORUM

CREATIVE HUB AND TALKS (C.H.A.T)

With the theme "Developing an International Market for Filipino Creative Content and Creative Services," C.H.A.T. is an information and knowledge-sharing venue where creative professionals and practitioners can exchange ideas, update knowledge and explore collaborations. This will also serve as a platform for industry leaders and influencers to present their respective vision and initiatives towards a globally competitive Philippine and ASEAN Creative Economy.



ARTALIVE

ARTALIVE

A showcase of the Philippines' creative heritage featuring (1) the pre-conquest artistic expressions and crafting traditions; (2) the contemporary products of creativity as featured in Manila FAME; and (3) the modern global influences in the fields of design, visual communication, music, animation and film. ArtAlive will include three touchpoints:

- **CREATION STATION** – Live demonstrations of traditional crafts, textile and basketry weaving, instrument-making and other forms of creative expressions that aim to give visitors and buyers a glimpse of the rich heritage of the "Archipelago of Creatives" and the work that is put into each Philippine hand-crafted product.

- **UNIVERSITY INSTALLATIONS** – Exceptional work by students, young artists, and industry experts will punctuate the various areas within the exhibition ground, adding creative energy to the whole CREATE Philippines.

- **INTERACTIVE GAMING PODS** – Listen, learn, and play. Show visitors will get the opportunity to interact with newly developed games and apps, watch animations, and/or listen to music through this interactive exhibit of anything and everything that is techie and creative.



SPECIAL EVENTS

MUSIC FEST

With music as one of the Philippines' strongest creative assets, CREATE Philippines looks to promote music as a significant contributor to the creative economy. During the three-day event, pocket performances featuring homegrown, independent and mainstream artists will showcase yet another dimension of Filipino creativity. This will serve as a prelude to an industry-led participation in international music festivals carrying the banner of CREATE Philippines as a country-branded promotion of the local music industry.



INTERACTIVE SESSIONS

CREATOR360

An event that will showcase groundbreaking and socially relevant creative content and innovations from the industry, CREATOR360 celebrates creativity and innovation in the age of information and digital connectivity. The event puts the spotlights on the new generation of creatives, inventors, entrepreneurs, and business leaders who are poised to make their mark on the industry.



As chairman of the Association of the Southeast Asian Nations (ASEAN) 2017, the Philippine government vows to promote unity with and among ASEAN member states and its global partners. Following the theme "Partnering for Change Engaging the World," the Philippines invites everyone to become dynamic and vibrant allies in envisioning and attaining a future where all citizens prosper.

CREATE Philippines is an official trade activity of the ASEAN Summit 2017 under the ASEAN 2017 Committee on Business and Investment Promotion (CBIP).

Chaired by Nora K. Terrado, DTI's Undersecretary for the Trade and Industry Promotion Group, the CBIP is an inter-agency committee created to assist the ASEAN-National Organizing Council (NOC) in the Philippines' hosting of ASEAN 2017. CBIP's main responsibility is engaging the international business community, investors, government, and other parties, as well as organizing and supervising potential business and investment-related activities.

CBIP also developed the ASEAN 2017 Business and Investment Program, with events and activities complementing and reinforcing the Philippines' ASEAN 2017 hosting. The program focuses on Regulatory Coherence, Micro, Small, and Medium Enterprises (MSMEs), Women and Youth Entrepreneurship, and Innovation.

SCHEDULE of ACTIVITIES



FORUM AGENDA CREATE PHILIPPINES 2017

Theme: "Developing an International Market for Filipino Creative Content and Creative Services."

*Schedule as of 13 October 2017 - subject to change without prior notice. Visit www.createphilippines.com for more information.



Day 1 (20 October 2017)

8:30AM – 9:30AM
REGISTRATION

9:30AM – 9:35AM
Doxology and National Anthem

9:35AM – 9:40AM
Welcome Remarks
Ms. Nora K. Terrado
Undersecretary, Trade and Investments Promotion Group (TIPG)

9:40AM – 9:50AM
Message to the Industry
Ambassador Marciano Paynor, Jr.
Director-General for Operations
National Organizing Council - ASEAN 2017

9:50AM – 10:10AM
Keynote Speaker
Senator Benigno "Bam" Aquino IV

10:10AM – 10:30AM
NETWORKING BREAK

10:30AM – 10:45AM
Setting the Tone: Building a Competitive Philippine Creative Economy
Mr. Paolo Mercado
President
Creative Economies Council of the Philippines (CECP)

PANEL 1: Communication Design

10:45AM – 11:45AM
Success Story
Ms. Lucille Tenazas
Founder
Tenazas Design NYC

11:45AM – 11:50AM
Ceremonial Industry Photo Opportunity

11:50AM – 12:15PM
C.H.A.T. BUBBLE!
Forum Discussion

Moderator
Ms. Maria Rita Matute
Executive Director
Design Center of the Philippines

Panelist 1
Ms. Lucille Tenazas
Founder
Tenazas Design NYC

Panelist 2
Mr. Dan Matutina
Plus63 Design Co
Hydra Design Group

Panelist 3
Mr. Brian Tenorio
Founder
Brian Tenorio & Co.

Panelist 4
Mr. Jowee Alviar
Co-Founder
Team Manila

12:15PM – 12:25PM
Q&A

12:25PM – 12:30PM
Presentation of Tokens of Appreciation

12:30PM – 1:45PM
NETWORKING LUNCH

PANEL 2: Advertising Content & Production

1:45PM – 2:45PM
Success Story
Mr. Eric Cruz
Executive Creative Director
AKQA Shanghai

Mr. Peepo David
Creative Director
AKQA Shanghai

2:45PM – 3:15PM
Business Case
Ms. Haraya del Rosario-Gust
Managing Director
Straight Arrow

3:15PM – 3:30PM
NETWORKING BREAK

3:30PM – 4:00PM
C.H.A.T. BUBBLE!
Forum Discussion

Moderator
Ms. Angel Guerrero
Editor-In-Chief
Adobo Magazine

Panelist 1
David Guerrero
Association of Accredited Advertising Agencies of the Philippines

Panelist 2
Mr. Eric Cruz
Executive Creative Director
AKQA Shanghai

Panelist 3
Mr. Peepo David
Creative Director
AKQA Shanghai

Panelist 4
Ms. Haraya del Rosario-Gust
Managing Director
Straight Arrow

Panelist 5
Ms. Madonna Tarrayo
Unitel President
Commercial Production Houses Group (CPHG)

4:00PM – 4:20PM
Q&A

4:20PM – 4:30PM
Presentation of Tokens of Appreciation

PANEL 3: Film & Animation

4:30PM – 5:00PM
Success Story
Mr. Armand Serrano
Visual Development Artist
Walt Disney Animation Studio

5:00PM – 5:30PM
Business Case
Mr. Azmir Saifuddin Mutalib

5:30PM – 6:00PM
C.H.A.T. BUBBLE!
Forum Discussion

Moderator
Mr. Martin Macalintal
Audiovisual Attache
to the Philippines of the French Embassy

Panelist 1
Ms. Marlyn Montano
Animation Executive
Producer
Animation Council of the Philippines, Inc. (ACPI)

Panelist 2
Mr. Armand Serrano
Visual Development Artist
Walt Disney Animation Studio

Panelist 3
Mr. Raymund Miranda
Chief Strategy Officer & Chief Risk Management Officer
ABS-CBN

Panelist 4
Mr. Gabby Roxas
Country Marketing Manager
Google Philippines

Panelist 5
Mr. Joe Caliro
Senior Vice President
Globe Retail Transformation
Globe Live

6:00PM – 6:20PM
Q&A

6:20PM – 6:30PM
Presentation of Tokens of Appreciation

6:30PM – 7:00PM
Recap of Day 1

Picture Taking with Day 1 Attendees

Day 2 (21 October 2017)

8:30AM – 9:00AM
REGISTRATION

9:00AM – 9:10AM
Opening Remarks (IPO Presentation)

PANEL 4: Digital Games & Apps

9:10AM – 9:40AM
Success Story
Mr. Ian Livingstone CBE
Chairman Sumo Digital and BAFTA Special Award Winner

9:40AM – 10:10PM
Business Case
Mr. Gabby Dizon
CEO and Co-Founder
Altitude Games

10:10AM – 10:25AM
NETWORKING BREAK

10:25AM – 10:55AM
C.H.A.T. BUBBLE!
Forum Discussion

Moderator
Mr. Manny Ayala
Managing Director
Endeavor Ph

Government Representative
Mr. Paul Edward Tajon
Infrastructure and Service Industries
Board of Investments

Panelist 1
Mr. Alvin Juban
President
Game Development Association of the Philippines

Panelist 2
Mr. Ian Livingstone CBE
Chairman Sumo Digital and BAFTA Special Award Winner

Panelist 3
Mr. Gabby Dizon
CEO and Co-Founder
Altitude Games

Panelist 4
Dinh Anh Tuan
ASEAN Vietnam

10:55AM – 11:15AM
Q&A

11:15AM – 11:20AM
Presentation of Tokens of Appreciation

11:20PM – 12:00PM
Slingshot + CREATE Philippines

12:00PM – 1:30PM
NETWORKING LUNCH

PANEL 5: Music & Performing Arts

1:30M – 2:00PM
Success Story
Mr. Jhett Tolentino
Grammy/ Three-Time Tony Award Winner
Founder, Jhett Tolentino Productions NY

2:00PM – 2:30PM
Business Case
Mr. Mike Constantino
Managing Director
Homonym

2:30PM – 3:00PM
C.H.A.T. BUBBLE!
Forum Discussion

Moderator
Mr. Paolo Mercado
President
Creative Economies Council of the Philippines (CECP)

Government Representative
Mr. Arsenio Lisazo
President
Cultural Center of the Philippines

Panelist 1
Mr. Audie Gemora
President
Philstage

Panelist 2
Mr. Jhett Tolentino
Grammy/ Three-Time Tony Award Winner
Founder, Jhett Tolentino Productions NY

Panelist 3
Mr. Mike Constantino
Managing Director
Homonym

Panelist 4
Ms. Twinky Lagdameo
Chief Marketing Officer
BillboardPH

Panelist 5
Ms. Lilian Chiam
Director
Expression Music Brunei

3:45PM – 5:10PM
VOLT-IN!
Government Initiative in Attaining a World Class Filipino Creative Industry

5:10PM – 6:00PM
SYNERGY RISE:
Public-Private Dialogue Workshop – "Towards Creating an Industry Roadmap"

11:20AM – 10:45AM
Opening

10:45AM – 11:00AM
Repurposing Art For A Better World
Clifford Espinosa
Managing Partner
Espinosa Arts & Design

11:00AM – 11:15AM
11 Seconds of Success; Building a Brand on Snapchat (video)
Cyrene Quiamco
Snapchat Influencer

11:15AM – 11:30AM
The Art of Film Making
Director Jim Libiran
Former Director, ABS-CBN

11:30AM – 11:45AM
The Art of Puppetry in the New Age
Teatrang Mulat / UP Diliman CAL

11:45AM – 12:00PM
C.H.A.T. BUBBLE!
Forum Discussion

12:00NN – 12:30PM
CREATOR Panel

Moderator
Nato Agbayani
Brand Guerilla PH

Panelist 1
Director Jim Libiran
Former Director, ABS-CBN

Panelist 2
College of Arts and Letters UP Diliman *invited

12:30PM – 12:50PM
Puppetry Performance
Teatrang Mulat ng Pilipinas

12:50PM – 1:20PM
Ballet Performance
Ballet Manila

1:20PM – 1:45PM
Ballet for the People
Ms. Lisa Macuja-Elizalde
President, Ballet Manila

1:45PM – 2:00PM
NETWORKING BREAK

2:00PM – 2:15PM
Success in Gaming: Entry & Exit
JD Abenaza
Founder, Zeenoh Inc.

2:15PM – 2:30PM
IP in Animation
Mr. Noel Layon Flores
Lead Visual Concept Artist
GMA7 Network/Synergy88

2:30PM – 3:00PM
CREATOR PANEL: Tech Creators

Moderator
Ezra Ferraz
Author, The Finishers

Panelist 1
Mr. Noel Layon Flores
Lead Visual Concept Artist
GMA7 Network/Synergy88

Panelist 2
JD Abenaza
Founder, Zeenoh Inc.

3:00PM – 3:15PM
Enabling Grassroots Creatives & Rural Impact Sourcing in the Region
Atty. Jocelle Batapa-Sigue
Trustee and Past President
National ICP Confederation of the Philippines (NICP)

3:15PM – 3:30PM
Creative Communities for Digital Arts
Nato Agbayani
CEO, Brand Guerilla PH

3:30PM – 3:45PM
Local Talent, Global Market
Tina Amper
Geeks On A Beach

3:45PM – 4:00PM
Metal Art
Ms. Saruta Kiatparkpoom
Pin Metal Art Thailand

4:00PM – 4:20PM
CREATOR PANEL: Global Creators

Moderator
Ace Gapuz
CEO, Blogapalooza

Panelist 1
Tina Amper
Geeks On A Beach

Panelist 2
Ms. Saruta Kiatparkpoom
Pin Metal Art Thailand

4:20PM – 5:00PM
CREATE ASEAN Panel

5:00PM – 9:00PM
National Digital Arts Award/Concert
William Guido
CEO, Globaltronics

Nato Agbayani
CEO, Brand Guerilla PH