

MALACAÑANG

Manila

MFN 10498

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 215

DECLARING THE MONTH OF JULY 2002 AS "NATIONAL MARKETING MONTH"

WHEREAS, Proclamation No. 1135, s. 1973, declared July 22 to 28, 1973 and every last week of July as Marketing Week to continuously update consumers about new trends and concepts in the dynamic field of marketing;

WHEREAS, the weeklong celebration has not been sufficient to accommodate all the activities which give emphasis in instilling awareness among the Filipino people about the importance of marketing in expanding production and creating a bullish investment sector, all of which create enormous opportunities to increase growth in both local and export markets and thus redound to the benefit of the Philippine economy;

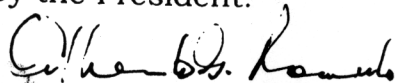
NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the month of July 2002 as "National Marketing Month" under the auspices of the Philippine Marketing Association, Inc. and its allied organizations.

I call upon the Department of Trade and Industry and other government agencies/instrumentalities and concerned organizations both in government and the private sector to extend full support to the programs and activities planned for the National Marketing Month.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 4th day of July, in the year of Our Lord, two thousand and two.

By the President:



ALBERTO G. ROMULO

Executive Secretary



PGMA Outgoing # 12809



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