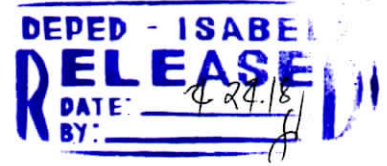





Republic of the Philippines  
Department of Education  
Region 02



**SCHOOLS DIVISION OF ISABELA**



To: Secondary School Heads Concerned

From:   
**JESSIE L. AMIN, CESO V**  
Schools Division Superintendent

Date: April 23, 2018

Subject: 2<sup>nd</sup> Cagayan Valley Coffee Business Forum and Brand Launching

In compliance to unnumbered DepEd Regional Memorandum dated April 16, 2018 re 2<sup>nd</sup> Cagayan Valley Coffee Business Forum and Brand Launching, the following school heads are advised to attend the said activity on April 26, 2018, 8:00 A.M. at Dreamwave Hotel Function Room, Alibagu, City of Ilagan, Isabela:

1. Mr. Chanito Gazzingan – St. Paul Vocational and Industrial High School
2. Mr. Felino R. Corpuz – Gamu Rural School
3. Mr. Rodelio Pinugu – Reina Mercedes Vocational and Industrial School
4. Ms. Emilia Respicio – Alicia Vocational School
5. Ms. Gina Magbaleta – San Guillermo Vocational and Industrial High School
6. Mr. Ulysses Daquioag – San Mateo Vocational and Industrial High School
7. Ms. Angelique Devera – Jones Rural School
8. Mr. Honorato Malabad – San Antonio National High School

Travel and other incidental expenses of the abovementioned participants shall be charged against their respective local funds.

For information and strict compliance.



**PROGRAMME**  
**2nd CAGAYAN VALLEY COFFEE BUSINESS FORUM AND BRAND LAUNCHING**  
**April 26, 2018**

*Master of Ceremony: Mr. Hector Tabun*

9:00 - 9:15 AM	Registration of Participants	DA - RFO 02 and DTT - 02 Staff	
9:15 - 9:30 AM	Invocation National Anthem	Isabela National High School Choir	
9:30 - 9:50 AM	Acknowledgement of Participants Messages	Mr. Hector Tabun Chief, RAPIs  LORENZO M. CARANGUIAN, DPA OIC - Regional Executive Director DA - RFO 02 / Chairman Regional Coffee Council	
9:50 - 10:00 AM	Introduction of the Keynote Speaker	DIR. RUBEN DICIANO OIC- Regional Executive Director DTI -RO2  LORENZO M. CARANGUIAN, DPA OIC - Regional Executive Director DA - RFO 02	
10:00 - 10:30 AM	Keynote Speech	HON. FERJENEL G. BIRON Chairperson, Committee on Trade and Industry Vice - Chairperson, Committee on Agriculture and Food 17th Congress House of Representative (TBC)	
10:30 - 10:45 AM	Cagayan Valley Coffee Roadmap 2017- 2022	DIR. ROBERT B. OLINARES OIC - Regional Technical Director for Operations DA - RFO - 02	
10:45 - 11:00 AM	Signing of the Cagayan Valley Coffee Roadmap	Regional Line Agencies, PLGUs,Academe, CVCIC	
11:00 - 12:00 AM	Cagayan Valley Coffee Products Open Forum	Audio Visual Presentation (AVP) (Coffee Processors and Coffee Farmers)	
12:00 - 1:00 PM	Lunch Break		
1:00-1:30 PM	Intermission	Isabela National High School	
1:30 - 2:00 PM	The Governments Role in Coffee Industry Development	Dir. Myrna Pablo Regional Director, DTI- CAR National Coffee Industry Clu: Coordinator	
2:00 - 2:45 PM	Leveraging Coffee Sector through Public - Private Partnerships	Ms. Ruth Novales Vice President and Corporate Affairs Executive,Nestle Philippines Co-Chair, Philippine Coffee, Council	
2:45 - 3:30 PM	Coffee Production Best Practices Amidst Climate Change	Dr. Calixto Protacio University of the Philippines Los Baños	
3:30 - 4:15 PM	Coffee Processing: Sustainability Business Model for Farmers	Ms. Avira "Vie" Reyes President Philippine Coffee Alliance	
4:15 - 4:30 PM	Striving fro Quality Coffee through Partnership: The Heritage Project	Mr. Rich Watanabe Coffee Heritage Project, SGD Coffee	
4:30 - 4:45 PM	Open Forum		
4:30 - 4:45 PM	Wayforward	Mr. Diosdado Estocapio Co Chair Cagayan Valley Coffee Industry Co	

\*\*\* Note : All Speakers are subject for confirmation