

Republic of the Philippines

DEPARTMENT OF SCIENCE AND TECHNOLOGY

OFFICE OF THE SECRETARY

MAY 25 2010

MEMORANDUM

FOR : All Heads of DOST Councils, Institutes and Attached Agencies including Regional Offices

FROM : Secretary ESTRELLA F. ALABASTRO

SUBJECT : Commitment to the World Health Organization Framework Convention on Tobacco Control (WHO FCTC)


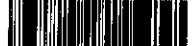
DATE : 24 May 2010

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Attached for your information and guidance is copy of the letter of DOH Secretary Esperanza I. Cabral reminding all Government Departments, Bureaus, Commissions, Agencies, Offices and Instrumentalities including Government-Owned and/or Controlled Corporations that receipt of donations from partnership with, or the creation of perception of such partnership with the tobacco industry, goes against our country's commitment to the WHO FCTC to protect public health interests from tobacco industry interference.

All are hereby enjoined to strictly adhere to this Commitment.


ESTRELLA F. ALABASTRO
Secretary



OSEC10-55459
OFFICE OF THE SECRETARY
Department of Science and Technology



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

April 22, 2010

HON. ESTRELLA ALABASTRO
Secretary
Department of Science & Technology
Bicutan, Taguig City

Dear Secretary Alabastro,

Greetings of Peace!

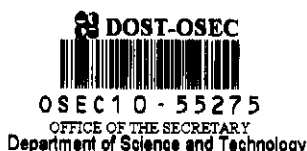
As a party to the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), the Philippines is obliged to comply in good faith with the obligations therein. This includes ensuring full implementation of tobacco advertising bans, as well as, protecting public health policies from the commercial and vested interests of the tobacco industry.

Article 5.3 of the WHO FCTC enjoins the State to protect public health policies from tobacco industry interference. The Guidelines Implementing Article 5.3 of the WHO FCTC identified the so-called "corporate social responsibility (CSR) activities of the tobacco industry" as a common mode of interference in the government, and government officials and employees are urged to avoid participation in so-called CSR or public relation activities of the tobacco industry.

In addition, we would like to inform you that the publication in mass media of so-called CSR activities, such as donations to organizations, that invariably involves indiscriminate display of the tobacco manufacturer's name as well as brand name, is a form of tobacco advertising which is prohibited under Section 22 of RA 9211.

In view of this, we would like to apprise you that receipt of donations from, partnership with, or the creation of perception of such partnership with the tobacco industry, goes against our country's commitment to the WHO FCTC to protect public health interests from tobacco industry interference.

We look forward to your cooperation in this matter.




ESPERANZA I. CABRAL, MD
Secretary of Health

↓ DEPED MOA with PM

The screenshot shows a web browser window with the title "PIA Daily News Reader". The main content area displays an article titled "Lapad leads corporate support for tech-voc schools" dated 2009/04/08. The article text mentions a Memorandum of Agreement signed between DepEd and Lapad, Inc. to support technical-vocational education. The browser interface includes a menu bar, address bar, search bar, and a sidebar with various news categories and a calendar for October 2009.

↓ Philippine Art Awards

◆ PM Sponsoring Art Awards

Philippine Star, February 1, 2008 p. N4



Philip Morris Philippines mounts bigger, grander Philippine Art Awards

The Philippines' most preeminent contemporary two-dimensional art competition and exhibition, the Philippine Art Awards, has recently come to a close. Over 40 artists from the Metro Manila, Luzon, Visayas, and Mindanao regional competitions won over a pool of 600 joining artists in 2007.

The awarding ceremonies and exhibit opening for Metro Manila and Luzon were jointly held last October 25 at the National Museum and was soon followed by the Visayas Art Awards at the Negros Museum

in Bacolod. The Mindanao Art Awards at the Waterfront Festival Hotel in Davao City completed the regional competitions. The 10 winners from each regional competition received P40,000 cash prize and a trophy.

At the national competition to be held this year in Manila, they will vie for the six top prizes in the Philippine Art Awards 2008. There will be five jurors' Choice awardees who will receive P120,000 each, while the grand prize winner will receive P350,000. On top of this, all six winners will receive an all-expenses paid trip to Hanoi, Vietnam.

With this new prize structure, the Philippine Art Awards sets the record as the premier visual art competition in the country with the highest prize offering. These innovations on the competition are aimed at encouraging more artists to join. This year, the number of artists that joined saw a 12-percent increase from the previous year.

Winners from the Metro Manila Art Awards are Marisa Oro, Mark Andy R.

Capela, Rodel Tapaya Garcia, Rodrick Rectatay, Josue C. Mangrobang Jr., Raffy T. Napay, Lynnd Arwen Paras, Kirby Roxas, Dexter Sy, and Waldiz Villanueva. From the Luzon regional competition, the winners are Melanilo R. Arago, Ron Capula, Jonathan T. Carpio, Rodolfo "Tot" Cerdia, Reynaldo C. Cruz, Raymond S. Libiran, Arthur Lozano, Jordan B. Mang-oan, Jaypee Samson, and Lex S. Tintonghan.

Winners from the Visayas Art Awards are Cesar L. Arro, Gary R. Custodio, Guilo H. Duemas, Rodril R. Geraldo, Jyh Ming C. Gonzales, Raymond J. Legaspi, Frank Alexi M. Nableca, Palmy Pe-Tudtud, Jose "Javy" Villacin Jr., and Jose C. Yap Jr.

Winners from the Mindanao Art Awards are Michael E. Bacol, Errol P. Balcos, Bryan H. Cabrera, Oscar A. Flutundo, Jun B. Gray, Just Lloyd L. Litch, Marcelino "Balugo" P. Pascual Jr., Mona Lisa G. Paderanga, Kelly R. Palagatas, and Rodney Palda Yap, emerging as winners.

↓ BrightLeaf



BRIGHTLEAF

A bigger, brighter and more exciting Bright Leaf Agriculture Journalism Awards is open to all published works. Now in its second year, it promises more exciting prizes and an all new category: The Tobacco Photo of the Year.

Award Categories

- Agriculture Story of the Year
- Tobacco story of the Year
- Agriculture Photo of the Year
- Tobacco Photo of the Year
- National News Story of the Year
- Regional News Story of the Year
- National Feature Story of the Year
- Regional Feature Story of the Year
- Agriculture Radio Program / Segment of the Year
- Agriculture TV Program / Segment of the Year

Submission of entries is from Feb. 30, 2008 to May 6, 2008.

For more information, visit the Bright Leaf Awards website:
<http://www.brightleafawards.com>
 Or email us at:
award@brightleafawards.com
 Or call the Bright Leaf Awards at:
 920-32-8674 #101 Line

The Second Bright Leaf Agriculture Journalism Awards is brought to you by Philip Morris Philippines Manufacturing Inc.

↓ Livelihood Assistance to Community

Philippine Star December 16, 2007 P.B2

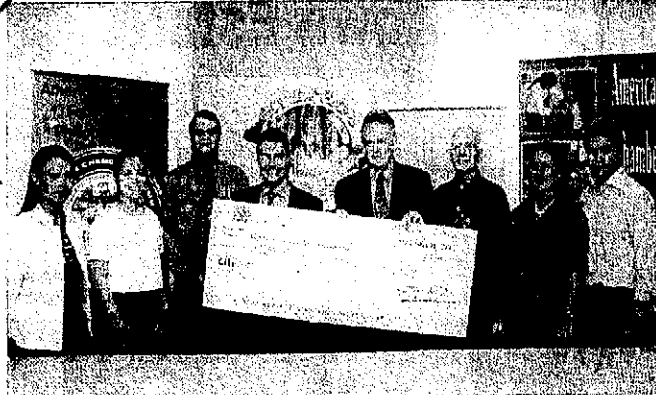


PHILIP MORRIS ASSISTANCE: Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson (fourth from right) turns over a check to representatives of seven barangay-based livelihood cooperatives in Tanauan City, Batangas as part of the company's commitment to help improve the way of life of the people and the communities surrounding its manufacturing plant. Assisting Nelson is Tanauan City Mayor Sonia Aquino Torres (fifth from right). The seven new cooperatives bring to 17 the total number of cooperatives that PMPMI had helped established since Philip Morris Embrace — which places under one roof all of PMPMI's social projects — began helping the people and the communities around the company's manufacturing facility.

↓ PM "supports" farmers

B-8

The Philippine STAR **BUSINESS**



PHILIP MORRIS SUPPORTS FARMERS: Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson (fourth from right) turns over a facsimile check to Edwin Felst, chairman of the American Chamber Foundation Philippines Inc., to support livelihood projects of farmers in the Ilocos region. Also in photo are (from left) Ana Rosales of the AmCham Foundation, PMPMI Local Regulatory Affairs and Community Relations manager Amy Eisma, PMPMI Lead and Agronomy manager Charles Gaskell, AmCham executive director Robert Sears, PMPMI Corporate Affairs director Bayen Elero, and PMPMI agronomist Paul Adalia.

↓ Coastal Clean up

Philippine Star October 12, 2007 P. B8



PHILIP MORRIS EMBRACE JOINS COASTAL CLEAN-UP: Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson (left) leads employee-volunteers in helping clean up the shoreline of Manila Bay during the recent International Coastal Clean-Up Day organized by the Department of Environment and Natural Resources. Philip Morris Embrace embodies the company's program to provide support in the areas of education, livelihood, arts, environment, and disaster relief.

PM wins CSR awards from Business Community

P.I-5

February 27, 2008

PHILIPPINE DAILY INQUIRER

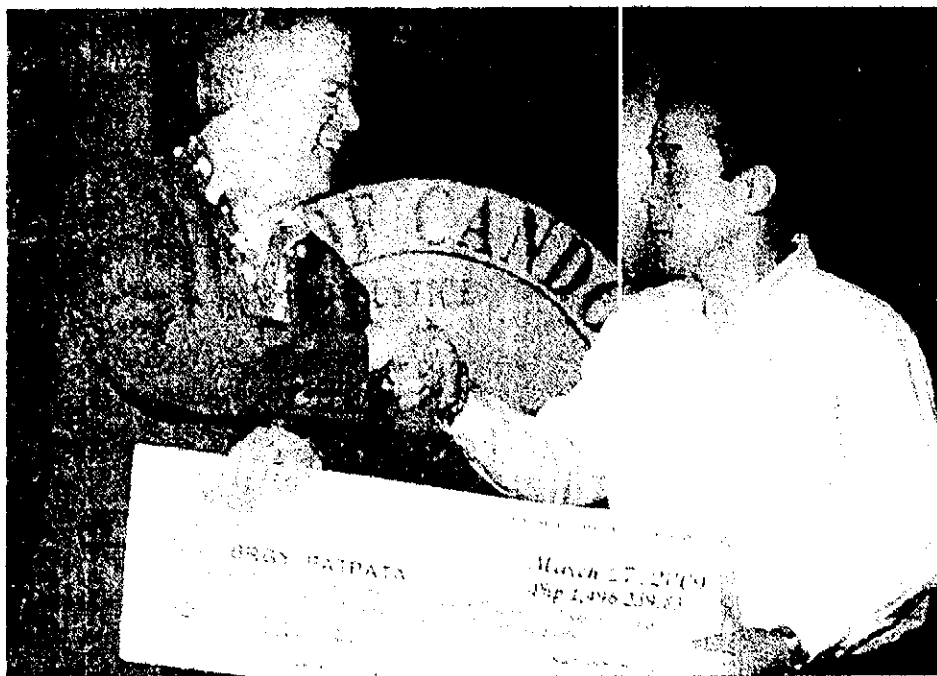


Philip Morris Philippines Manufacturing Inc. (PMPMI) recently garnered seven top awards, including the Excellence Award, during the 43rd Anvil Awards of the Public Relations Society of the Philippines held at the Grand Ballroom of the Inter-Continental Hotel in Makati City. The awards received were the Excellence Award for the PM Digest external magazine; the Merit Awards for the PM Perspective internal news magazine, PMTY Heads Up! television news magazine, Philippine Art Awards (PAA) eBook, the PAA Collectable Book, the fleet administration New Employees Orientation AVP, and the Code of Conduct AVP. Seen in photo are (left to right) Public Affairs and Communications Executive Jojo Terencio, Compliance and Security Manager Hermie Colina, Corporate Affairs Executive Si zi Reyes, Corporate Affairs Director Bayen Elero, Managing Director Chris Nelson, Public Affairs and Communications Executive Elmer Mesina, Compliance Analyst Rowie Carpio, Fleet Administrator Rupert Guerra, and Administration Manager Ting Almendral.

Hand rolling with women



† School Building for Candon



† NTA's VIRGINIA TOBACCO BEAUTY QUEEN



Miss Virginia Tobacco 2009. This year's wedding Tobacco Festival held in Candon City culminated in the crowning of Kashmir Hernaez, a college student, as Miss Virginia Tobacco 2009. She was adjudged as the best from a field of 12 local beauties. With the beauty queen are, from right, Administrator Carlitos Encarnacion of the National Tobacco Administration, House Deputy Speaker Eric Singson, and Chris Nelson, Philip Morris Philippines Manufacturing Inc.

↓ Public School Teacher



↓ OCT 19, DAILY TRIBUNE Philip Morris Philippines Manufacturing Inc., (PMPMI) managing director Chris Nelson and Dr. Nuna Almanzor of the Department of Science and Technology (DoST), second from right, shake hands following the signing of a memorandum of agreement that would enable the DoST to do research on the possibility of recycling cigarette Severino Bernardo of the DoSt, PMPMI local regulatory affairs and community relations manager Amy Eisma, and PMPMI government relations manager Mabel Mamba



- ↓ **OCT20 TEMPO** Senator Richard Gordon, chairman of the Philippine National Red Cross, receives from Philippine Philip Morris Manufacturing Inc., managing director Chris Nelson a facsimile of the P16-million check donation from Philip Morris International to sustain the Red Cross' rescue, relief and rehabilitation operations for the victims of typhoons *Ondoy* and *Pepeng*. Also in the photo are (L-R) PMPMI Local Regulatory Affairs manager Amy Eisma, Corporate Affairs director Bayen Elero, Public Affairs and Communications manager Chita Laysa-Herce and CA executive Jojo Terencio. Gordon said that PMI contribution is by far the biggest corporate donation from any multinational company in the Philippines



- ↓ **OCT 18 Bulletin** Business tycoon Lucio C. Tan (third from left) pays a courtesy call on Marikina City Mayor Marides Fernando (right) together with volunteers from Tzu Chi Foundation, one of the leading relief organizations helping Marikina in the aftermath of typhoon Ondoy. Tan, 75, whose flagship company Fortune Tobacco Corp. is based in Marikina, offered a lending hand to the city, the Tan Group of Companies through the Tan Yan Kee Foundation donated close to P15 million in food, medicine and clean drinking water to over 20,000 typhoon victims in Marikina and nearby areas. The tycoon also lent two of his helicopters for several days to distribute food and medicine in hard to reach areas

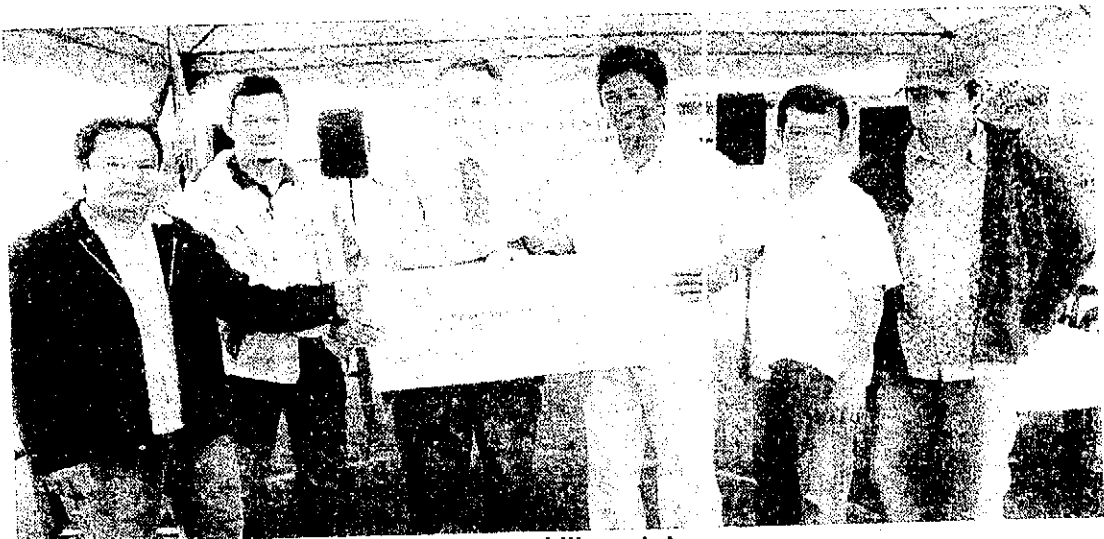


↓ Do Not enter into partnerships with TI: DENR & Philip Morris Declaration of Mutual Cooperation



Thrash those butts. Environment and Natural Resources Secretary Lito Atienza commends Philip Morris Philippines Manufacturing, Inc. (PMPMI) managing director Chris Nelson following the company's turnover of several cigarette butt litter receptacles to DENR as part of PMPMI social project to enhance the environment. Similar receptacles have been donated by PMPMI in Makati City, Tanauan City, Batangas and Vigan, Ilocos Sur as well as in Malay, Aklan

↓ Do Not receive contributions from the TI: Tanauan Batangas receives check from PM



Skills training

↓ DO NOT Participate in/ Allow Publicity of TI CSR: PM 8: SJ Ilocos Mayor



From cigarettes to schools. Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson puts cement putty on a hollow block to help constructing a school multipurpose stage in barangay Barbar, San Juan, Ilocos Sur. PMPMI has been helping residents of tobacco-growing communities through Embrace —the company’s corporate social-responsibility program that provides support in education, livelihood, environment and disaster relief. Assisting Nelson is Matthew Diong (left), general manager of leaf supplier Trans Manila Inc.

↓ AVOID Interactions with TI that are not STRICTLY NECESSARY for regulation
PM award from BIR



Billionaires’ Club Awardee. Philip Morris Philippines Managing Director Chris Nelson (center) accepts the plaque of appreciation in behalf of his company for heading the 2008 Billionaire’s Club for the Excise Large Taxpayer Group, from Bureau of Internal Revenue (BIR) during the kick-off ceremony of the 2009 Tax campaign yesterday at SMX Convention Center in Mall of Asia. Handing the award are BIR and Finance Undersecretary Stella Sales (right).

↓ DO NOT give privileges, benefits or incentives to the TI

PM Tax Holiday in Subic



More Philip Morris infusions President Arroyo with Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson during a courtesy call in Malacañang where Nelson briefed the President on Philip Morris International's multimillion-dollar investment in the country. Nelson also informed the President of the latest PMI investment, which is a tobacco warehousing facility inside the Subic Bay Freeport Zone intended to supply leaf for its Asia-Pacific operations. Trade issues with other countries were also discussed. With them are, from left, Sen. Richard Gordon, former chairman of the Subic Bay Metropolitan Authority and Finance Secretary Ma. Lourdes Prudente.

Philip Morris to build \$600-M Subic warehouse

US-based multinational Philip Morris Inc. (PMI) is set to establish before the end of the year a \$600 million PMI Regional Leaf Warehouse at the Subic Freeport in Zambales, further boosting thrusts to make the Freeport a regional hub for the Asia-Pacific region.

Philip Morris Philippines Manufacturing Inc. (PMPMI) president Christopher James Nelson paid a courtesy call yesterday on President Arroyo at Malacañang.

Nelson said once the regional leaf warehouse is in place, all tobacco leaf harvests in the country and in the region would be stored here and would be shipped to other PMI manufacturing firms all over the world.

"This will tremendously help our tobacco farmers in the North...their

production will increase," Sen. Richard Gordon, who accompanied Nelson, said.

Gordon further said PMI is planning to negotiate with Thailand the sale of Philippines manufactured PMI cigarettes in that country.

Gordon said the PMI warehouse at Subic would be a "great support to the development of Subic as a regional hub.

PMPMI, an affiliate of PMI, is one of the market leaders in the Philippine cigar and cigarette industry that produces and sells PMI's well-known cigarette brands.

PMI's presence in the Philippines could be traced back to 1955 when it entered into a licensing agreement with La Suerte Cigar and Cigarettes Inc. From then on, PMI products were introduced in the country until 2001 when PMI acquired its license to exclusively sell and distribute its products.