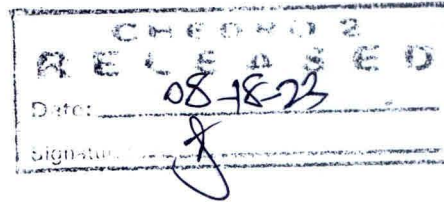




COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE II

REGIONAL MEMORANDUM  
No. 237, series of 2023



**FOR** : ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION 2

**SUBJECT** : PARTICIPATION IN THE PROFILING/MAPPING ACTIVITY FOR THE CREATIVE SECTOR, CONDUCTED BY THE DEPARTMENT OF TRADE AND INDUSTRY REGIONAL OFFICE 2

**DATE** : AUGUST 17, 2023

Attached for for the information and participation of all interested parties is the communication from **MS. LEAH PULIDO OCAMPO, CESO III**, Regional Director, Department of Trade and Industry (DTI) Region 2, inviting HEIs in Region 2 to participate in the profiling/mapping for the creative sector, in relation to the formulation of the Philippine Creative Industries Development (PCID) Strategic Plan by the PCID Council, as established by Republic Act No. 11904 "Philippine Creative Industries Development Act".

Interested participants may participate by responding to the online form accessible through URL [bit.ly/CreativeIndustry\\_R2](https://bit.ly/CreativeIndustry_R2) not later than August 31, 2023.

Inquiries may be directed to DTI Region 2 through **Ms. Cheeza Leia C. Tagarino** at email address [CheezaLeiaTagarino@dti.gov.ph](mailto:CheezaLeiaTagarino@dti.gov.ph) or mobile number **0917-564-2039** or through **Mr. Reiner P. Cardenas** at email address [ReinerCardenas@dti.gov.ph](mailto:ReinerCardenas@dti.gov.ph) or mobile number **0956-996-4655**.

**ATTY. MARCO CICERO F. DOMINGO**  
OIC-Director IV

*Encl.: as stated*

Give us feedback: [bit.ly/CHEDRO2CSM](https://bit.ly/CHEDRO2CSM)

14 August 2023

**ATTY. MARCO CICERO F. DOMINGO**

OIC - Director IV

Commission on Higher Education Region 02

Tuguegarao City, Cagayan

[chedro2@ched.gov.ph](mailto:chedro2@ched.gov.ph)



Dear Director Domingo:

The Republic Act No. 11904 known as the Philippine Creative Industries Development Act (PCIDA) was signed into law last July 28, 2022. It established the PCID Council, with the secretary of the Department of Trade and Industry as the Chairperson and the chairman of the Commission on Higher Education as one of its ex officio members. The Council, in coordination with identified NGAs and the private sector, is responsible for the formulation of the PCID Strategic Plan. The PCID Strategic Plan sets forth the objectives, targets, strategies, and activities for the development of the promotion of Philippine creative industries.

In preparation for crafting the said plan, and for DTI R2 to identify its priority domains, we are currently conducting a preliminary mapping/profiling of the creative industry players in the region.

Relative to this, and to ensure that most, if not all of the creative industry players in the region will be profiled, may we earnestly request your assistance in endorsing the profiling/mapping form to all the Higher Education Institutions (HEIs), as well as to your other clients and stakeholders that are part of the creative industry. The online profiling form can be accessed thru this link: [https://bit.ly/CreativeIndustry\\_R2](https://bit.ly/CreativeIndustry_R2) or thru the attached QR code.

Also attached is the list of creative domains and sub-sectors, for your reference.

For clarifications and concerns, you may coordinate with the following staff thru their respective contact details, to wit:

- Ms. Cheeza Leia C. Tagarino - [CheezaLeiaTagarino@dti.gov.ph](mailto:CheezaLeiaTagarino@dti.gov.ph); 0917-564-2039
- Mr. Reiner P. Cardenas - [ReinerCardenas@dti.gov.ph](mailto:ReinerCardenas@dti.gov.ph); 0956-996-4655

Thank you.

Sincerely yours,

**LEAH PULIDO OCAMPO, CESO III**

Regional Director

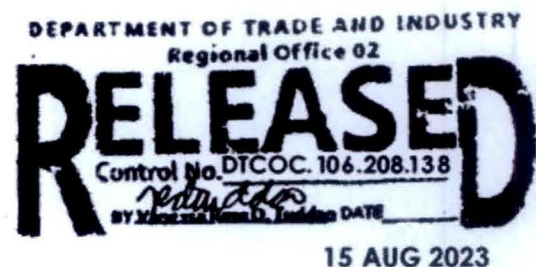
By:

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by Singun  
Winston Tan

**ARD WINSTON T. SINGUN**

Officer-in-Charge

/rpc



15 AUG 2023

DTI REGIONAL OFFICE 02



## CREATIVE DOMAINS AND SUB-SECTORS

<b>AUDIO-VISUAL MEDIA</b>	
<ol style="list-style-type: none"> <li>1. Film</li> <li>2. Broadcasting Content and Production</li> <li>3. Animated Film Productions</li> <li>4. Vlogs</li> <li>5. Other Content Using: Recorded Music</li> <li>6. Other Content Using: Compositions for Recording</li> </ol>	<ol style="list-style-type: none"> <li>7. Other Content Using: Music Scores Motion Graphics, 2D, and 3D Design Technology and Animatronics</li> <li>8. Other Content Using: Podcasts</li> <li>9. Other Content Using: Entertaining Audio or Audiovisual or Content for Education</li> </ol>
<b>DIGITAL INTERACTIVE MEDIA</b>	
<ol style="list-style-type: none"> <li>1. Software and Mobile Applications</li> <li>2. Video Games</li> <li>3. Computer Games</li> <li>4. Digital Content Streaming Platforms</li> <li>5. Mobile Games</li> </ol>	<ol style="list-style-type: none"> <li>6. Virtual, Augmented or Mixed Reality Games</li> <li>7. Digitized Creative Content</li> <li>8. Web Design and UX/UI</li> </ol>
<b>CREATIVE SERVICES</b>	
<ol style="list-style-type: none"> <li>1. Advertising and Marketing</li> <li>2. Creative Research and Development</li> <li>3. Cultural and Recreational Services</li> </ol>	<ol style="list-style-type: none"> <li>4. Live Creative Experience</li> <li>5. Communication and Graphic Design</li> </ol>
<b>DESIGN</b>	
<ol style="list-style-type: none"> <li>1. Architecture</li> <li>2. Urban Landscaping</li> <li>3. Environmental Planning</li> <li>4. Interior and Spatial Planning</li> <li>5. Product Design</li> </ol>	<ol style="list-style-type: none"> <li>6. Fashion and Accessory making</li> <li>7. Textile development</li> <li>8. Furniture making</li> <li>9. Jewelry making</li> <li>10. Toy Making</li> </ol>
<b>PUBLISHING AND PRINTED MEDIA</b>	
<ol style="list-style-type: none"> <li>1. Books and Textbooks</li> <li>2. Blogs</li> <li>3. Comics</li> <li>4. Graphic Novels</li> <li>5. Physical Print</li> </ol>	<ol style="list-style-type: none"> <li>6. Editorial and Commentaries</li> <li>7. Magazines</li> <li>8. Newspapers</li> <li>9. Other Published Media</li> </ol>
<b>PERFORMING ARTS</b>	
<ol style="list-style-type: none"> <li>1. Live Music</li> <li>2. Theater</li> <li>3. Musical Theater</li> <li>4. Dance</li> <li>5. Live Events</li> </ol>	<ol style="list-style-type: none"> <li>6. Opera</li> <li>7. Circus</li> <li>8. Spoken Word</li> <li>9. Puppetry</li> <li>10. Cinema and Movie Theater</li> </ol>
<b>VISUAL ARTS</b>	
<ol style="list-style-type: none"> <li>1. Paintings</li> <li>2. Drawings</li> <li>3. Sculptures</li> <li>4. Photography</li> <li>5. Antiques</li> </ol>	<ol style="list-style-type: none"> <li>6. Performance Art</li> <li>7. Fine Arts</li> <li>8. Art Toys</li> <li>9. Collages</li> <li>10. Other decorative materials</li> </ol>
<b>TRADITIONAL AND CULTURAL EXPRESSIONS</b>	
<ol style="list-style-type: none"> <li>1. Arts and Crafts</li> <li>2. Gastronomy</li> <li>3. Culinary Practices</li> </ol>	<ol style="list-style-type: none"> <li>4. Cultural Festivals</li> <li>5. Celebrations</li> <li>6. Cultural Education</li> </ol>
<b>CULTURAL SITES</b>	
<ol style="list-style-type: none"> <li>1. Galleries and Museums</li> <li>2. Libraries</li> <li>3. Creative Cities</li> </ol>	<ol style="list-style-type: none"> <li>4. Performing Arts Venues</li> <li>5. Cultural Exhibitions</li> <li>6. Heritage Sites</li> </ol>

Creative Sector Profiling/Mapping Online Form QR Code:



Creative Sector Profiling/Mapping Online Form Link:  
[https://bit.ly/CreativeIndustry\\_R2](https://bit.ly/CreativeIndustry_R2)