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Bigyang buhay ang kultura para sa susunod na henerasyon. Patuloy ang ating trabaho para sa House Bill 248, na naglalayong magtatag ng Sentrong Pangkultura, Sinupan, at Museo ng Lungsod ng Bacoor, isang tahanan para sa ating kasaysayan, sining, at pagkakililan. Kamakailan, nakipagpulong tayo sa National Archives of the Philippines upang kunin ang kanilang gabay at teknikal na expertise. Layunin natin na mas mapatatag ang ating sentro, hindi lang bilang repository ng ating mga mahalagang dokumento at cultural artifacts, kundi bilang venue para sa exhibits, workshops, at performances na nagdirlwang sa ating kultura. Sa paraang ito, mapapanatili at mabibigyang-buhay natin ang ating mga tradisyon at kaugalian para sa susunod na henerasyon. #AlagangAteLani #LoveMyBacoor



FINANCIAL AND COMPLIANCE AUDIT MEETING Atin pong dinaluhan ang Financial and Compliance Audit Meeting kasama ang Audit Team na sina Mr. Mark Schundel Remyrundo, Mr. Benjie Tubelleza, at Ms. Sheena Ubungan upang masiguro na ang lahat ng proseso at pondo ng ating Pamahalaang Lungsod ay naaayon sa itinakdang pamantayan. Sa pamamagitan ng ganitong pagtitipon, mas tumitibay ang tiwala at mas napapahusay ang ating pammamahala para sa ikabubuti ng buong lungsod. #AngatAngImus #AlagangAdvincula

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FRONT PAGE NEWS

PUBLISHING

Vol. 4 No. 20 November 24-30, 2025 P10.00



BINIBINING DASMARIÑAS 2025 GRAND CORONATION NIGHT held at the City of Dasmariñas Arena, highlighting the remarkable grace of our Dasmariñas candidates. #OnwardForwardCityofDasmariñas #SulongNaSulongPaDasmariñas #BinibiningDasmariñas2025 #ParuparoFestival2025



Kasama ang DOH Region IV-A, isang medical mission ang isinagawa para makapagbigay ng kumpletong health services sa 1,500 GenTriseños! Bahagi ito ng programang i-toDOH Serbisyon Pangkalusugan 8-Point Action Agenda na naging matagumpay dahil sa pagkikipagtulungan ng volunteer doctors mula sa iba't ibang major hospitals. #LetsJoinForcea for stronger and healthier GenTriseños! #DOH4A #MedicalMission #HealthSupport #AlagangGenTriAlagangFerrer

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BACOOR CITY CAVITE

FRONT PAGE NEWS

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Bacoor LGU extends aid to relocated informal settler families



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CITY OF BACOOR, Cavite (PIA) — Nearly 200 Informal Settler Families (ISFs) from several barangays in Bacoor received financial assistance and relief packs from the city government as part of its ongoing support for residents relocated from danger zones such as riverbanks and coastal areas.

Cavite gov't provides financial aid to newborn screening patients



TRECE MARTIRES CITY, Cavite (PIA) — The Provincial Government of Cavite reaffirmed its commitment to child health and welfare as it distributed financial assistance to 100 patients of the Newborn Screening Continuity Clinic (NBSCC) at the New Provincial Government Center.

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Bacoor LGU extends...

The distribution was facilitated through the City Housing, Urban Development & Resettlement Department (HUDR), led by Atty. Aimee T. Neri, with Mayor Strike Revilla personally overseeing the turnover to beneficiaries now residing in Naic, Cavite. City officials emphasized that extending assistance remains a priority to ensure the well-being of families as they transition to safer and more stable living environments.

These families were among those affected by government projects aligned with the Supreme Court Mandamus directing local governments to rehabilitate and restore major waterways. The relocations aim to safeguard vulnerable communities while supporting long-term environmental protection and disaster risk reduction.

Revilla assured the residents that the City of Bacoor remains committed to supporting them even after their transfer, emphasizing that relocation does not diminish the city's responsibility to its people.

"Although you are now in Naic, you are still part of Bacoor. We will continue to bring our projects and services to your new community," he said during the distribution activity, noting that additional livelihood and social welfare initiatives are also being prepared for relocated families.

The beneficiaries came from barangays Kaingin-Digman, Mabolo, Zapote 1, Niog, Salinas 2, Aniban 2, and Habay 1 and 2. The city government said the initiative aims to assist families who have already settled in safer housing sites, as well as those currently in the process of relocation.

Officials said the program is part of a broader effort to ensure that no Bacoor resident is left behind during the transition to more secure, disaster-resilient communities. (Ruel Francisco, PIA Cavite)

DHSUD deploys modular housing units for fire victims; to serve as 4PH staging area

The Department of Human Settlements and Urban Development (DHSUD) on Tuesday turned over modular housing

units (MHUs) to San Juan City government, which will serve as temporary shelters for more than 100 families who were rendered homeless by a fire incident.

DHSUD Secretary Jose Ramon Aliling said that the deployment of MHUs was in compliance with President Ferdinand R. Marcos Jr.'s directive to avoid displacement of families affected by calamities or government projects.

Secretary Aliling said that the MHUs will also serve as a staging area for a project under the President's flagship Expanded Pambansang Pabahay para sa Pilipino (4PH) Program, also in San Juan City.

"Ang utos ng Pangulo ay walang madi-displace sa ating mga kababayan na nabi-bikta ng sakuna o kaya naman ay apektado ng mga proyekto ng gobyerno," Secretary Aliling said.

"Sa ngayon, ang mga MHUs ay magsisilbing komportableng pansalaman-talang matutuluyan ng mga nabiktima ng sunog. Ito rin ay gagamitin na staging area para sa Expanded 4PH project natin dito sa San Juan City," he added.

The fire victims are also potential beneficiaries of Expanded 4PH.

Close collaboration between the DHSUD and San Juan City Mayor Francis Zamora paved the way for the establishment of the Expanded 4PH Staging Area in Barangay Batis. It can accommodate



The said project is the first operational in-city staging area under the Expanded 4PH Program in Metro Manila.

"Patunay po ito sa patuloy na pag-susulong ng DHSUD, alinsunod sa direk-tiba ni Pangulong Marcos Jr., sa ligtas, disente at may dignidad na pabahay para sa lahat," Secretary Aliling said.

The Expanded 4PH project in San Juan City will be implemented by the Social Housing Finance Corporation, headed by President Federico Laxa, who assured the fast delivery of the vertical permanent housing.

"Hindi po traditional construction technology ang gagamitin natin dito kundi mas mabilis po na teknolohiya po ang gagamitin kaya mas mabilis. Pero sinisigurado namin sa inyo na magiging matibay talaga ang proyekto," Laxa explained.

PH, Japan navies deepen security ties in Tokyo meet

MANILA – The Philippine Fleet is tightening its naval embrace with Japan as both countries accelerate security cooperation amid Beijing's growing assertiveness in the West Philippine Sea and wider Indo-Pacific.

Rear Adm. Joe Anthony Orbe, commander of the Philippine Fleet, led a delegation to Japan this week for a string of high-level engagements with the Japan Self-Defense Fleet (JSDF) and the Japan Maritime Self-Defense Force (JMSDF) — a visit that comes as Manila scrambles to broaden its strategic partnerships.

On Nov. 20, Orbe met JSDF Commander Vice Adm. Katsushi Omachi in Yokosuka where both sides acknowledged the "growing frequency" of joint activities, from maritime patrols to humanitarian assistance and disaster relief (HADR) drills, a trajectory supercharged by the newly signed Philippines-Japan Reciprocal Access Agreement (RAA).

The pact will allow faster interoperability through shared exercises, logistics and troop access.

The delegation also toured JS Kumo-no, one of Japan's next-generation frigates, as Tokyo continues expanding its defense role in the region amid rising Chinese pressure on regional sea lanes.

The following day, Orbe paid a courtesy call on JMSDF Chief of Staff Adm. Akira Saito in Tokyo.

Saito welcomed Manila's growing openness to deeper security ties, stressing the importance of "working closer together" to maintain a free and open Indo-Pacific.

The visit underscores the Philippine Fleet's accelerating pivot toward like-minded security partners as Manila faces increasingly hostile encounters inside its own exclusive economic zone, from water-cannon attacks to dangerous Chinese maneuvers in and around West Philippine Sea. (With Priam Nepomuceno/PNA)

Coco Fiesta 2025...

The Agricultural Training Institute (ATI) CALABARZON gathered media partners, coconut farmers, and exhibitors for its Coco Fiesta Media Hour: Huntahan sa Pagniniyugan held at SM City Trece Martires.

The Coco Fiesta 2025 showcased a series of major government initiatives aimed at strengthening the country's coconut industry. The Philippine Coconut Authority (PCA) unveiled its ambitious plan to plant 100 million coconut trees nationwide to help the Philippines reclaim its position as the world's leading coconut producer. This replanting drive will replace old, unproductive trees and boost farmers' yields and income.

Under the Coconut Farmers and Industry Development Plan (CFIDP), the government also rolled out free medical and dental services for coconut farmers through mobile clinics and partner health teams, ensuring they receive regular and accessible care.

Youth engagement took center stage as DA-ATI and PCA introduced expanded opportunities through scholarships, internships, and the upcoming "Cocobataan" program, which will train young Filipinos in modern coconut farming and agribusiness.

PCA further pushed for the creation of Young Coconut Farmers Associations to empower youth leaders and strengthen community involvement in the coconut value chain.

To protect farms, PCA and DA-ATI strengthened rapid-response protocols against coconut pests, including improved surveillance, biological controls, and emergency deployment teams to quickly contain outbreaks.

Officials also emphasized that existing national laws continue to protect agricultural lands from conversion, preserving them for long-term food production and the stability of the coconut sector.


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STATE OF THE CHILDREN ADDRESS 2025

Kasabay ng pagdiriwang ng National Children's Month na may temang "OSAEC-CSAEM WASAKAN: Kaligtasan at Karapatan ng Bata, Ipaglaban!" ay isin-agawa ang State of the Children Address sa pangunguna ng ating butihing Mayor Voltaire Ricafrente, kasama ang mga kabataan, Barangay Child Representatives, guro,

atiba'tibang tanggapan sa ating munisipyo. Tinalakay ng ating Mayor ang mga hamong kinahaharap ng mga Batang Rosario at ang mga programa ng Lokal na Pamahalaan para sa kanilang proteksyon at mas magandang kinabukasan. Patuloy din ang mga inisyatibo ng ating Lokal na Pamahalaan para sa ating mga kabataan.

Hinikayat din niya ang kabataan na unahin ang pag-aaral at ang buong komunidad na magtulungan tungo sa isang Bayang Tahimik, Masaya at Maunlad. #JustLoveRosario#BayAngtahimikMasaya at Maunlad munisipyo. Tinalakay ng ating Mayor ang mga hamong kinahaharap ng mga Batang Rosario at ang mga programa ng Lokal na Pamahalaan para sa kanilang proteksyon at mas magandang kinabukasan. Patuloy din ang mga inisyatibo ng ating Lokal na Pamahalaan para sa ating mga kabataan.

Under the Coconut Farmers and Industry Development Plan (CFIDP), the government also rolled out free medical and dental services for coconut farmers through mobile clinics and partner health teams, ensuring they receive regular and accessible care. Hinikayat din niya ang kabataan na unahin ang pag-aaral at ang buong komunidad na magtulungan tungo sa isang Bayang Tahimik, Masaya at Maunlad. #JustLoveRosario#BayAngtahimikMasaya at Maunlad



Truly, truly, I say to you, whoever hears my word and believes him who sent me has eternal life.

John 5:24

Philhealth pro IV-A strengthens media alliance to advance universal health care in southern Luzon

TAGAYTAY CITY, Philippines — In a strategic move to deepen its partnership with the media sector, PhilHealth Regional Office IV-A hosted its annual Media Pasasalamat on November 14, 2025, at Hotel Casiana, Tagaytay City. The event underscored the agency's recognition of media as a key stakeholder in driving public awareness and trust in Universal Health Care (UHC) programs.

With the theme "Katuwang sa Kuwento ng UHC at Sama-samang Paglilingkod," the gathering served as a convergence point for communication professionals and PhilHealth leaders to align on shared goals of health

Cavite gov't...

Each beneficiary received ₱5,000 to help families cover the medical needs and long-term care of children enrolled in the program, ensuring that infants diagnosed with congenital disorders receive consistent and life-saving follow-up care.

Provincial Administrator Gilbert V. Gandia, representing Governor Abeng Remulla, led the activity and reiterated the administration's dedication to strengthening child healthcare services across Cavite. He emphasized the vital role of newborn screening in the early detection and management of congenital conditions, noting that timely intervention can greatly improve a child's quality of life.

Health officials, including Dr. Maria Victoria S. Torres and Ms. Helen Jariel, joined the event and expressed gratitude to the provincial

advocacy and inclusive service delivery.

The event highlighted how storytelling and accurate reporting can amplify the reach of government health initiatives.

Dr. Edwin M. Oriña, Acting Regional Vice President, and Atty. Eli Dino D. Santos, Executive Vice President and COO, both emphasized the media's role in shaping public perception and engagement.

Their messages reflected PhilHealth's evolving strategy to integrate media into its broader public health communication framework.

The program featured updates on PhilHealth's latest initiatives, including the Enhanced Benefits and the

YAKAP program, which targets vulnerable populations with compassionate support.

These were

presented by Dr. Daisy D. Apolinar, sparking dialogue during the open forum on how media can help translate these technical programs into relatable narratives for the public.

Beyond formal presentations, the event celebrated cultural identity and community spirit through performances by the PRO IV-A Singers and Dancers. This cultural showcase reinforced the idea that health advocacy is not only technical but also deeply rooted in Filipino values and shared experiences.

Certificates of appreciation were awarded to media partners, affirming their role as co-advocates in the

journey toward a healthier Bagong Pilipinas. The event concluded with closing remarks from Arturo C. Ardiente, Field Operations Division Chief, who called for sustained collaboration and unity in public service.


PNP intensifies coordination with authorities to locate Cassandra Ong

MANILA — The Philippine National Police has stepped up coordination with international law enforcement authorities to locate and arrest Cassandra Ong, a key figure linked to the controversial Philippine offshore gaming operator (POGO) hub Lucky South 99.

The PNP's move is in line with the directive of President Ferdinand R. Marcos Jr. to strengthen law enforcement actions against illegal POGO operations and ensure full accountability for human trafficking offenders. (PNA)



OUT OF THE COUNTRY. Lucky South 99's authorized representative Cassandra Li Ong (left) and Sheila Guo, sister of convicted human trafficker and dismissed Bamban, Tarlac mayor Alice Guo, on their way back to Manila after being apprehended by Indonesian authorities in this August 2024 photo. The Presidential Anti-Organized Crime Commission on Saturday (Nov. 22, 2025) said Ong, who is a subject of an arrest warrant for qualified human trafficking, has again left the country and was last monitored in Japan. (File photo courtesy of Raffy Tulfo in Action FB page)

The program concluded with a message from Ms. Felipa ServaÑez, who thanked all partners and reaffirmed the shared mission of safeguarding the health and future of Caviteño children.

This initiative reflects Cavite's sustained efforts to deliver accessible, responsive, and family-centered healthcare during the crucial early stages of a child's development. (Ruel Francisco, PIA Cavite)

According to the Presidential Anti-Organized Crime Commission

Mekeni Strengthens Culture of 'Malasakit' Through Annual Gift-Giving Tradition

Kindness, when shared consistently, creates lasting impact. This belief continues to guide Mekeni Food Corporation (Mekeni) as it carried out its annual gift-giving program on October 24, 2025, extending care and support to communities in need across Pampanga.

This yearly initiative, rooted in the company's core value of malasakit, once again brought together Mekeni employees who visited four local institutions: Munting Tahanan ng Nazareth in Mabalacat City, and Bahay Pag-ibig and Children's Home of Eucharistic Love and Kindness in San Fernando.

With heartfelt participation from volunteers, the company turned over essential goods such as food products and toiletries to residents of these care centers, sharing warmth and hope with children, the elderly, and persons with disabilities.

"This program reminds us that compassion is most meaningful when it becomes part of who we are," said Mr. Prudencio S. Garcia, President of Mekeni. "Every year, our people come together not only to give, but to listen, connect, and show that the community can always count on us. That is the kind of malasakit we want to nurture at Mekeni."

More than a company initiative, the gift-giving has evolved into a shared tradition, made possible through the collective efforts of Mekeni employees, who continue to contribute financially and in kind.

"Our employees have always been at the heart of this program," said Ms. Marilou Uy, Assistant Vice President for HR and Exports. "Their generosity and volunteerism embody Mekeni's spirit of unity and service."

Echoing this, Ms. Apple Garcia, HR Head, emphasized the deeper purpose of

the program: "What we do may seem simple, but the smiles we see and the hope we bring make a world of difference."

For over three decades, Mekeni has remained steadfast in its mission to uplift lives and nurture a culture of compassion. Through initiatives like this, the company continues to prove that true success is best measured by the positive change it inspires in others.



Children's Home of Eucharistic Love and Kindness



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Air Force gets 5 more Black Hawk helicopters

MANILA — The Philippine Air Force (PAF)'s humanitarian assistance and disaster response (HADR) capabilities received a much-needed boost as five more S-70i Black Hawk helicopters were commissioned into its service Friday.

In a statement, PAF spokesperson Col. Ma. Christina Basco said the acceptance, turnover and blessing ceremonies for the aircraft took place at the 250th Presidential Airlift Wing at Villamor Air Base in Pasay City.

Department of Budget Management Secretary Amenah Pangandaman, PAF chief Lt. Gen. Arthur Cordura, and Department of National Defense (DND) Undersecretary for Acquisition and Resource Management Salvador Melchor Mison Jr. attended the ceremony.

The helicopters comprise the fourth batch under the 32-unit S-70i acquisition from Poland's PZL Mielec, procured through the Armed Forces of the Philippines (AFP) modernization program.

The latest batch arrived in the Philippines on Oct. 20, following previous deliveries of five units each on June 10 and Dec. 9, 2024; and July 15.

Each helicopter underwent technical inspection and acceptance process on Oct. 22 to 26, conducted jointly by the DND, AFP and PAF, to ensure compliance with operational standards.

The aircraft will be operated and maintained by the 205th Tactical Helicopter Wing under the Air Mobility Command.

"With this latest addition, the PAF continues to strengthen its air mobility capability and fulfill its mandate to protect the nation and serve the Filipino people, in times of both humanitarian crisis and conflict," Basco said. (PNA)



MIAA AT NNIC MAGKATUWANG SA PAG-UPGRADE NG NAIA UPANG LAGING LIGTAS AT MAAYOS ANG PUBLIKO SA HINAHARAP

Mga katoto sadyang ugma sa panahon ang pagkasapribado ang Ninoy Aquino International Airport (NAIA) bunga ng kalumaan ng ibang gusali tulad ng Terminal 4 at may kasikilan na ang ibang pasilidad gawa ng pagdami ng papulasyon, mga pribadong sasakyen, at mga sasakyang pamhimpapawid kabilang na ang iba pang dapat baguhin mga lugar na nasasakupan ng naturang paliparan.

Tulad nitong nakalipas na UNDAS 2025 o bago sumapit ang araw ng All Souls Day/All Saints Day mga katoto tiniyak ng Manila International Airport Authority (MIAA) sa publiko na ganap na nakahanda ang Ninoy Aquino International Airport (NAIA) sa inaasahang pagdagsa ng mga pasahero nitong Undas 2025, salamat sa matibay na pagtutulungan ng MIAA at ng pribadong partner nito, ang New NAIA Infra Corp. (NNIC), sa ilalim ng nagpapatuloy na programa ng modernisasyon ng gobyerno.

Bilang suporta mga katoto sa "Oplan Biyaheng Ayos: Undas 2025" ng Department of Transportation, sinabi ni katotong MIAA General Manager Eric Jose Ines na ang mahigpit na koordinasyon sa DOTr at NNIC ay nagsisiguro ng ganap na kahanan sa lahat ng mga terminal sa panahon ng holiday rush, alinsunod sa direktiba ni katotong Pangulong Ferdinand R. Marcos Jr. na tiyakin ang ligtas, mahusay, at komportableng paglalakbay para sa lahat ng Pilipino.

"Sa magkasanib na pagsisikap ng DOTr, MIAA, at NNIC, handa kaming gawing ligtas, maayos, at maginhawa ang paglalakbay para sa lahat ng pasahero ngayong Undas. Ang layunin namin ay makapaghati ng world-class na karanasan sa paliparan kahit na sa mga pinakabalang araw ng taon," sabi ni GM Ines.

Ang NNIC sa ilalim ng pamumuno ni katotong General Manager Lito Alvarez ay nag-proyekto na mahigit 1.3 milyong pasahero ang dadaan sa tatlong terminal ng NAIA mula Oktubre 27 hanggang Nobyembre 5, na may average na 135,000 hanggang 140,000 na mga pasahero araw-araw. Upang pamahalaan ang pagdagsa, isinaaktibo ang Oplan Undas 2025, na nagtalaga ng karagdagang kawani para sa tulong ng mga pasahero, pagsusuri sa seguridad, at pamamahala ng mga tao. Ang koordinasyon sa mga airline, CAAP, at iba pang ahensya ng gobyerno ay pinalakas para mapanatili ang mahusay na operasyon ng terminal at on-time na flight.

Kabilang sa mga pangunahing pagpapahusay na ipinatupad sa buong NAIA ay ang pagbubukas ng 6,000 metro kuwadradong mezzanine Food Hall sa Terminal 3, ang pagdaragdag ng mga bagong food at retail outlet, at mga upgrade sa air-conditioning, seating, at lighting. Ang mga self-check-in kiosk, self-bag-drop counter, at pinahusay na koneksyon sa Wi-Fi ay ipinakilala upang mapadali ang pagproseso at panatilihing updated ang mga manlalakbay. Ang mga upgrade sa airside at ground access, kabilang ang mga muling na-configure na parking stand, mas malibis na operasyon ng taxiway, mas malalawak na curbside, at mga dedikadong ride-hailing hub ay nagpapabuti sa daloy at kahusayan ng trapiko.

Para matiyak ang maayos na paglalakbay, pinapayuhan ang mga pasahero na dumating nang maaga, tatlong oras bago ang mga international flight at dalawang oras bago ang domestic departure at mag-impakto nang matalino sa pamamagitan ng pag-iwas sa mga ipinagbabawal na bagay. Dapat hand-carried ang mga power bank, pinapayagan ang mga unit na hangang 100Wh, ang mga 100Wh hanggang 160Wh ay nangangailangan ng pag-aprubba ng airline, habang ang anumang bagay na higit sa 160Wh ay ipinagbabawal. Ang paggamit o pag-charge ng mga power bank habang lumilipad ay hindi pinahihintulutan.

"Ang mga pagpapahusay na ito ay bahagi ng mas malawak na pagsisikap sa modernisasyon upang gawing mas mahusay, maaasahan, at madaling gamitin ang NAIA, hindi lamang para sa Undas, kundi para sa pangmatagalang panahon." Dagdag pa ni ose Inis.

GREETINGS:

Hi to NCRPO RD PMGEN ANTHONY AABERIN, PCOL Ed Cuti-Deputy Chief of Staff NCRPO, PCOL Erosito Miranda-Regional Chief of Staff NCRPO. & D5 PCOL Joseph Garcia God bless you more mga katoto!!! Hi MPD DISTRICT DIRECTOR PBGEN ARNOLD ABAD, MPD PIO HEAD Maj Philipp Ines & MPD SMART Head Kuya Eagle Maj Eduard Samonte same with Kuya Eagle SPO3 Kevin Capili Sanchez! God bless u more!!!

Hi to MANILA HEALTH DEPARTMENT Head & concurrent OMMC Hospital Director DRA. GRACE PADILLA! God bless you more katoto!!!

Hi to MHD Dr. Creselda Coroza- Head District 1 Officer, District 1 Manila, God bless u more katoto!!!

Hi to OMMC ICU Dr. Luigi Francisco & Internal Medicine Dr. Jarmiah Margalo, Ross Adornado, Mikaela Gabriella Martin, at Hilario Laqui. HEART STATION DEPT. KLINIK; Shiela Rodriguez, Carina Domagoso, Neil Salvador, Dove Ann Dela Torre, God bless you more! Kumusta kay Workoholic new ENT Head Dr. DON MARCIO kabilang na si Dra. DIAN SY, at Dr. Jacob, God Bless you more mga katoto!!! Hi to MEDICAL LABORATORY; Head Evelyn Salcedo, Asst. Head Celeste at Jorie. God bless you more mga katoto!!! Hi to our young friend Dra Vivien Jupirez, welcome to OMMC, God bless u more katoto!!!

Hi to Philippine Orthopedic Center, Hospital Director(POC) Dr. Brix Puhalte Jr. na nagmama sa ama nitong si Dr. Puhalte Sr. na nagiwan ng isang di matatwarang alaala sa POC at byuting secretary nito Ms. Jing Adriano!!! God bless you more mga katoto!!! Hi to POC OPD Dr. Baron, Dr. Robin Medalle at Dra. Gina Espinosa!

Hi to POC XRAY RECORDS Head Gina Geronimo, Marivel, Ronnie, & Marvin God bless you more mga katoto!

Pinangunahan nila Department of Transportation(DOTr) Secretary Giovanni Z. Lopez at Manila International Airport Authority(NAIA) General Manager Eric Jose Ines at New NAIA Infrastructure Corporation(NNIC) President/CEO Ramon Ang, ang pagbisita sa lahat ng Terminal sa NAIA. Pasky Natividad

From talent pool to powerhouse: The Philippines prepares to be the next global animation hub with Animahenasyon 2025

The country's animation industry has come a long way since legendary Filipino cartoonist Larry Alcala created a short black-and-white animated clip featuring a girl doing jump rope and a boy playing with a yo-yo on 8mm film in 1953.

According to the Animation Council of the Philippines, Inc. (ACPI), in 2024, the Philippines contributed approximately US\$60 million in revenue to a US\$413 billion-worth global animation market and employed over 7,500 professionals locally. The Filipino animation industry is also projected to be worth US\$141 million and employ over 15,000 professionals by 2028, making it an even more significant driver of economic activity and job creation in the country.

The promise of exponential growth in the next few years signals the local industry's readiness to take the next step, and Animahenasyon aims to lead the way. Organized by ACPI, the country's premier annual animation festival partners with the Center for International Trade Expositions and Missions' (CITEM) CREATEPhilippines to stage its 19th edition, which happens on November 24 – 26 at multi-

ple points across Metro Manila.

Since its inception in 2007, the festival has provided both veteran and emerging animators with a platform where they can showcase their works and keep updated on global industry trends. Its signature activities make a return this year, not just to champion Filipino animators but also to make independent Filipino-made titles accessible to the public.

Animahenasyon 2025 opens on November 24 with the film screening ceremony AniSine at The Shangri-La Red Carpet Cinema. Then, on November 25, it will hold AniTalk, a conference discussing the latest trends and developments in animation, at The Samsung Hall of SM Aura Premiere in Taguig. Immediately following the activity, also at The Samsung Hall, will be the annual AniKompetisyon Awarding, a prestigious ceremony that recognizes and gives Filipino animators the impetus to further push their skills and combine artistry and storytelling with technical excellence.

This year, the award-giving body received more than a hundred entries, each one vying to be part of the top 10 finalists for the chance

to win in the following categories: the Animahenasyon Audience Choice Award, the Toon City Choice Award, and the Grand Prize in the Student and Professional divisions.

Animation festival's new trade component a potential game-changer. Animahenasyon 2025 aims to build on the Philippines' position as a trusted center for outsourced creative talents and animation houses and studios, and transform it into a new international animation hub that can produce world-class original titles and content.

With CREATEPhilippines as its co-presenter, this year's edition will bring in international and local buyers, producers, and publishers who could potentially do business with local creatives. The B2B convention AniBusiness, to be held at Seda BGC on November 26, will be the concluding activity for Animahenasyon 2025.

This trade component is a first for the festival, and it will open up new avenues for international partnerships, outsourcing solutions, and co-production ventures for all players in the local animation ecosystem. Original Filipino content will also get the necessary exposure to



IN PHOTO: The partnership between CITEM/CREATEPhilippines and ACPI was finalized on October 13, 2025. Attending the Memorandum of Agreement (MOA) signing were (from left to right) CREATEPhilippines Project Officer Vea Santos, CITEM Service Business Department – Creative Services Division Officer-in-Charge Katrina Ledesma Muan, CITEM Service Business Department Manager Marjo Evio, CITEM Executive Director Leah Pulido Ocampo, ACPI President Marlyn Montano, ACPI Project and Administration Officer Micah Ronquillo, ACPI Executive Director Daniel Enriquez, and CREATEPhilippines Project Officer Julian Torralba.

be spotted by potential investors and distributors, which could help raise the country's profile as a veritable animation intellectual property (IP) generator.

CREATEPhilippines will facilitate Animahenasyon 2025's trade component. With the support of different Philippine Trade Investment Centers, it will invite foreign buyers and prospective investors and offer them incentives for joining the animation festival, as well as promote the event internationally. Networking and business-matching services will be complemented with the signature Filipino hospitality, giving guests a closer look into the rich Philippine history and culture that inspire the local talents' imagination.

In particular, a leisure (business plus leisure) program will be offered to foreign buyers as part of the buyer incentive package. Through AniXperience,

amo and members of the CREATEPhilippines team to discuss collaborative efforts that will uplift the local animation industry and raise its profile worldwide.

"Filipino animators and creatives have long been key players in bringing some of the most favorite animated titles to life on the web and in film and television. It's high time that the local industry gets the recognition it deserves as a major force in the global animation scene," CITEM Executive Director Leah Pulido Ocampo says. "Through this partnership with ACPI, we hope that this year's Animahenasyon is the start of the country making that leap toward the next stage of the Philippine animation industry's evolution."

Animahenasyon happens on November 24 – 26, 2025 across multiple locations in the metro. Buy your tickets here.

CREATEPhilippines is the official co-organizer and co-presenter of Animahenasyon 2025. As the country's first government-led content and community platform for the local creative industries, it is the ultimate resource for stories and updates on the Philippines' creative industry and government partners. Other destinations will be San Fernando and Bacnotan in La Union, which buyers will visit on November 28. The Animahenasyon 2025 partnership between CREATEPhilippines and ACPI was cemented during a Memorandum of Agreement signing held last October 13. ACPI Executive Director Daniel Enriquez, President Marlyn Montano, and Project and Administration Officer Micah Ronquillo met with CITEM Executive Director Leah Pulido Ocampo.

CREATEPhilippines is a promotional program for the creative industry by the Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Philippine Department of Trade and Industry (DTI).

