



DTS no. EX00429769

1 September 2025

**DR. BENJAMIN D. PARAGAS, PhD., CESO III**  
DIRECTOR IV/ REGIONAL DIRECTOR  
Department of Education Regional Office No. 02  
Regional Government Center, Carig Sur, Tuguegarao City, Cagayan  
region2@deped.gov.ph;



Dear Director Paragas:

We are pleased to announce that the Department of Trade and Industry (DTI) Region 2 will spearhead two (2) major activities this September 2025: the **Philippine Bamboo Month** celebration, in our capacity as the National Industry Cluster Coordinator for Bamboo, and the **Padday na Lima Regional Trade Fair (RTF)**.

The Philippine Bamboo Month celebration will highlight the industry's potential in sustainable development, while the Padday na Lima RTF—DTI Region 2's flagship marketing and promotion event—will showcase the finest products of Cagayan Valley. Held annually, the RTF provides a platform for new and improved products, supporting local MSMEs and farmers in marketing their goods and produce to a wider audience.

As the lead agency committed to elevating the significance of the Bamboo Month celebration and empowering MSMEs through the Padday na Lima RTF, may we earnestly request your strong support and active participation in any of the applicable initiatives listed in the attached document.

Our collective efforts will play a vital role in further promoting the two (2) major activities, which in turn will help drive the growth of the bamboo industry and uplift our MSMEs.

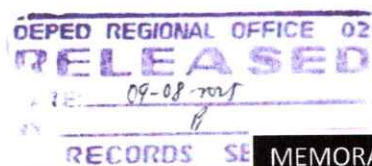
Should you have any queries, kindly contact Ms. Manilyn C. Ponce at 0917 772 8844 or email at [ManilynPonce@dti.gov.ph](mailto:ManilynPonce@dti.gov.ph).

Thank you.

Sincerely yours,

**MA. SOFIA G. NARAG, CESO V**  
Regional Director

/mcp



September 9, 2025	
<b>To: Schools Division Superintendents</b>	
Greetings!	
For your information and appropriate action.	
 <b>BENJAMIN D. PARAGAS PhD, CESO III</b> Director IV/Regional Director	

#11 Dalan na Pappabalo, Regional Government Center  
Cang Sur, Tuguegarao City, Cagayan

<b>MEMORANDUM</b>		Date: 9-15-2025	Released (Records):
To: ( ) PSDS/DICs	( ) Elem/Sec School Heads		
( ) Private Schools	( ) Others:		
For: ( ) Information	( ) Dissemination		
( ) Guidance	( ) Strict Compliance		
<b>ORLANDO E. MANUEL PhD, CESO V</b> School Division Superintendent			
By: <input type="checkbox"/> ASDS <input type="checkbox"/> CID Chief <input checked="" type="checkbox"/> SGOD Chief <input type="checkbox"/> AO <input type="checkbox"/> Atty. Signature:			

(078) 396 - 9865  
[www.dti.gov.ph](http://www.dti.gov.ph)  
[region2@dti.gov.ph](mailto:region2@dti.gov.ph)

## List of Initiatives for the Promotion of the Philippine Bamboo Month & 19<sup>th</sup> Padday na Lima Regional Trade Fair

Event (Duration)	Initiatives	Link for the Resources
1. <b>Philippine Bamboo Month Celebration</b> (September 2025)	<b>1. Hanging of Tarpaulin</b> <i>File that can be accessed in the resources:</i> <ul style="list-style-type: none"> <li>Tarpaulin Design Layout</li> </ul> <b>Theme:</b> <i>"Kawayan: Kalikasan, Kabuhayan, Kaunlaran sa Kinabukasan Para sa Bagong Pilipinas"</i>	<a href="https://bit.ly/4o0aemJ">https://bit.ly/4o0aemJ</a>
	<b>2. Cascade Social Media Post regarding bamboo-initiated activities or posting bamboo-related initiatives using the following official hashtags:</b>  #BamboohayBagongPilipinas #PhilippineBambooMonth2025 #KawayanForever  PBIDC FB Page : <a href="http://bit.ly/4fY92cr">http://bit.ly/4fY92cr</a> <i>File that can be accessed in the resources:</i> <ul style="list-style-type: none"> <li>Social Media Layout</li> </ul>	
	<b>3. Promotion through radio guesting/ interviews</b>  <i>File that can be accessed in the resources</i> <ul style="list-style-type: none"> <li>Talking Points</li> </ul>	
	<b>4. Use of Virtual Background on Bamboo-related meetings</b> <i>File that can be accessed in the resources</i> <ul style="list-style-type: none"> <li>Virtual Background</li> </ul>	
2. <b>Padday na Lima Regional Trade Fair</b> (September. 19-25, 2025)	<b>1. Hanging of Tarpaulin</b> <i>File that can be accessed in the resources</i> <ul style="list-style-type: none"> <li>Tarpaulin Design</li> </ul>	<a href="http://bit.ly/4oXkPvN">http://bit.ly/4oXkPvN</a>
	<b>2. Use of FB Profile Frame</b>  <i>FB Link for Reference:</i> <a href="http://bit.ly/4mybpFn">http://bit.ly/4mybpFn</a>	
	<b>3. Sharing/Cascading of Padday na Lima related social media posts (from DTI region 2 FB Page)</b>  DTI Region 2 FB Page : <a href="https://tinyurl.com/2mbaeeeky">https://tinyurl.com/2mbaeeeky</a>	
	<b>4. Promotion through radio guesting/ interviews</b>  <i>File that can be accessed in the resources</i> <ul style="list-style-type: none"> <li>Event Briefer</li> <li>Talking Points</li> </ul>	
	<b>5. Promotion during any meetings/ events</b> <i>File that can be accessed in the resources</i> <ul style="list-style-type: none"> <li>Event Briefer</li> </ul>	