



MESSAGE

The Department of Tourism (DOT) commends the Philippine Association of Convention/ Exhibition Organizers and Suppliers (PACEOS) for expanding its services to include education. As a prime mover in convention organization in Asia, it is about time for the Philippines to have its first MICE Academy.



The DOT welcomes the establishment of the Philippine MICE Academy, not only as a response to the industry's need for formal education and training for MICE personnel, but also as a private sector initiative to complement the DOT's marketing efforts, and in harmony with our vision to restore the country's foothold in the global MICE market.

The DOT is counting on the commitment of PACEOS and its Philippine MICE Academy to provide training and education resources to keep pace with global market developments. We expect this learning institution to deliver nothing less than the most dynamic educational system that will not only effectively develop the industry's capability to provide quality efficient services to the MICE market, but also enhance knowledge and skills in attracting new business and become more competitive with our Asian neighbors.

We also hope that the Philippine MICE Academy will conduct outreach programs and activities to trickle down the educational benefits to other destinations and local government units (LGUs).

Congratulations, and I wish the Philippine MICE Academy and PACEOS success!


RAMON R. JIMENEZ, JR.
Secretary✕