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

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

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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
Philippine Art Awards

PM Sponsoring Art Awards

Philippine Star February 1, 2006 p.30

Philippine Art Awards mounts bigger, grander Philippine Art Awards

The Philippine Art Awards is the country's most prominent contemporary multidimensional art competition and exhibition. The awarding ceremony and exhibition held at the National Museum last October 25 is bigger and grander than previous years. This year's event, attended by around 1,200 visitors, was co-sponsored by Philip Morris Philippines and the Philippine Art Forum, a non-profit organization.

The awarding ceremony and exhibition was held at the National Museum last October 25, followed by the Philcine Art Awards at the Museum of Modern Art in Baguio City.

At the awards ceremony, the awardees were presented with their trophies and certificates. The awards were presented to the winners in various categories, including painting, sculpture, photography, and multimedia. The winners were selected based on their creativity, originality, and technical skill.

The event also featured an exhibition of the works of the awardees, which were displayed in the National Museum. The exhibition was open to the public and attracted a large number of visitors.

The Philippine Art Awards is organized to celebrate the talent and creativity of Filipino artists and to promote the appreciation of the visual arts. The event is an excellent opportunity for art lovers to witness the best in Filipino art and to support the local art community.

The 2006 Philippine Art Awards was a resounding success and set the stage for even greater achievements in the future. The awardees are to be commended for their dedication and passion for the art form, and the organizers of the event are to be applauded for their effort in promoting the arts.

With this new award structure, the Philippine Art Awards will become even more prestigious and will attract even more talented artists to participate. The event is a testament to the rich cultural heritage of the Philippines and will continue to be a platform for the expression of creativity and excellence.
Livelihood Assistance to Community

PHILIPPINE STAR December 16, 2007 P.82

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 Bonifacio Torres (fifth from right). The seven new cooperatives bring to 17 the total number of cooperatives that PMPMI had helped establish 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

PHILIP MORRIS SUPPORTS FARMERS: Philip Morris Philippines Manufacturing Inc. (PMPMI) managing director Chris Nelson (fourth from right) turns over a P500,000 check to Edwin Feist, chairman of the American Chamber Foundation Philippines Inc., to support livelihood projects of farmers in the Visayas region. Also in photo are (from left) Ana Rosales of the AMCHAM Foundation, PMPMI Local Regulatory Affairs and Community Relations manager Amy Elema, PMPMI Leaf and Agronomy manager Charles Gassell, AMCHAM executive director Robert Sears, PMPMI Corporate Affairs director Bayen Elema, and PMPMI agronomist Paul Adams.

Coastal Clean up

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

Philippine Daily Inquirer

February 27, 2008

Philip Morris Philippines Manufacturing Inc. (PMPI), recently garnered seven top awards, including
the Excellence Award, during the 3rd Annual Awards of the Public Relations Society of the Philippines
held at the Grand Ballroom of the InterContinental Hotel in Makati City. The awards received were the
Excellence Award for the PM Digest external magazine; the Merit Award for the PM Paaspas
internal news magazine; PMTV Heads Up! television news magazine, Philippine Art Awards (PAW)
eBook, the PAA Collectable Book, the first administration New Employees Orientation INVITE and the
Code of Conduct AIP. Seen in photo are (left to right) Public Affairs and Communications F. Jojo
Teresa; Compliance and Security Manager Hermoso Calma; Corporate Affairs Executive So. Reyes;
Corporate Affairs Director Reyes Ever; Managing Director Oliva Nelson; Public Affairs and
Commodities Executive Leyson Manila; Compliance Analyst R. Carrol; Fleet Administrator
Roderick Guara; and Administration Manager Tegi Almandrad.

Hand rolling with women
School Building for Candon

NTA’s VIRGINIA TOBACCO BEAUTY QUEEN

Miss Virginia Tobacco 2009. This year's weeklong 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 Philippínes 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.
OCT 20 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 Layasa-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 taipan also lent two of his helicopters for several days to distribute food and medicine in hard to reach areas.
Trash 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
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).
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 Malacanang 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 Office of the President staff.

Philip Morris to build $600-M Subic warehouse

U.S.-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 the South East Asian region as 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 Malacanang.

Nelson said once the regional leaf warehouse is in place, all tobacco leaf harvested in the country and in the region would be stored here and would be shipped to other PMI manufacturing plants 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 the government of the 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 Philippines cigarette and cigar industry that produces and sells PMI's well-known cigarette brands.

PMI's presence in the Philippines could be traced back to 1995 when it entered into a licensing agreement with La SArena Cigar and Cigarettes Inc. From then on, PMI products were produced in the country until 2001 when PMI acquired its license to exclusively sell and distribute its products.