

INTERNATIONAL SYMPOSIUM
and
NATIONAL PLATFORM LAUNCH

March 3, 2016 Hotel Jen Manila, Philippines

The Philippine Platform:
Beyond Response. Building Our Resilience. Securing Our Future.**FOR IMMEDIATE RELEASE:**

24 February 2016

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MEDIA ADVISORY**International Symposium and National Platform Launch of Asia Pacific Alliance for Disaster Management (A-PAD) Philippines**

(Pasay City): Local and international DRR advocates from Japan, Bangladesh, South Korea, Indonesia, and Sri Lanka will gather to enhance the collaboration and cooperation of private sector, civil society and government partnership for disaster resilience

What: International Symposium and Launching of Asia Pacific Alliance for Disaster Management (A-PAD) Philippines. The Asia Pacific Alliance for Disaster Management (APAD) is a trans-national disaster aid alliance that works to facilitate cooperation and understanding between governments, private companies and NGOs in the Asia Pacific region.

Guest speakers: Senator Loren B. Legarda
Undersecretary Alexander P. Pama
Governor Joey S. Salceda
Makoto Iyori, Minister for Economic Affairs, Embassy of Japan

When: March 3, 2016, 1:00PM-5:00PM

Where: Hotel Jen, 3001 Roxas Boulevard
1305 Pasay City, Metro Manila, Philippines

Who: Citizens' Disaster Response Center (CDRC)
Philippine Disaster Resilience Foundation (PDRF)

Why: As member organizations of A-PAD, CDRC and PDRF are spearheading the formation of A-PAD platform in the Philippines in order to strengthen the participation of the private sector and other stakeholders in disaster risk reduction and response.

Photo and Interview Opportunities:

Senator Loren B. Legarda
Undersecretary Alexander P. Pama
Governor Joey S. Salceda
Lourdes Louella Escandor, CDRC

Rene "Butch" Meily, PDRF
Faisal Djalal, A-PAD Chairperson
Kensuke Onishi, A-PAD CEO