Republic of the Philippines
Department of Education
Region VI-Western Visayas
DIVISION OF AKLAN
Kalibo, Aklan

July 6, 2017

To: **Chief Education Supervisors**
Education Program Supervisors
Public Schools District Supervisors
Principals/Head Teacher In-Charge of the District
Senior/Education Program Specialists
Heads of Private/Public Elementary/Secondary and Integrated Schools

Dear Sirs/Mesdames:

Please find attached letter from Dr. Raul F. Muyong, President of Iloilo Science and Technology University re: 3rd World Beauty and Culture Festival.

For your information and guidance.

Very truly yours,

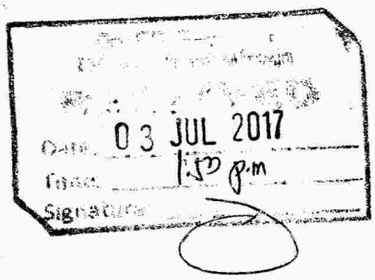
Dr. ERNESTO F. SERVILLON, Jr., MNSA
Asst. Schools Division Superintendent
Officer In-Charge
Office of the Schools Division Superintendent

DIVISION LETTER
No. 83, s. 2017

MIT/cdb

"May katawhayan ag kalipayan sa among mga escuelahan."

Iloilo Science and Technology University
La Paz, Iloilo City, Philippines
Tel. No. 033 320 7190 local 129



June 19, 2017

DR. ERNESTO SERVILLON
Schools Division Superintendent
Division of Aklan

Dear Dr. Servillon:

We are pleased to inform you that the Iloilo Science and Technology University in cooperation with the International Beauty and Health Contents Association-Korea will hold the 2017 International Congress on Fashion Design and Cosmetology & 2017 Iloilo, Philippines 3rd World Beauty and Culture Festival on July 8, 2017 at ISAT U Multi-Purpose Gym, La Paz, Iloilo City, Philippines.

The congress will be attended by teachers of Technology and Livelihood Education (TLE) and Senior High School under the TVL Track both from the public and private schools. It will cover lecture fora and skills contests related to fashion and cosmetology. These activities will bring the new developments on fashion design and cosmetology to all Ilongos. It is also an opportunity for the participants to emerge in the international array of technological trends and connect with people who have passion for fashion design and cosmetology.

A registration fee of Php 1,000.00 per participant will charged to cover lunch, snacks and other expenses of the activities.

Interested participants may contact Dr. Lino B. Baldevarona, Chairperson, Program and Invitation Committee, at (033) 320 7190 local 129 or email libal_1980@yahoo.com.ph.

In view of the foregoing, may we humbly seek from your good office for an endorsement to conduct the activity. Your support will go a long way in our steadfast search to attain quality fashion design and cosmetology education in the country. Attached is the program of activities for your information and reference.

I look forward to your favorable response to this request. Thank you very much.

Very truly yours,

RAUL F. MUYONG, Ed.D.
President, ISAT U

Dr. KIM-YUNSIK
President, IBHCA

ISATU Vision

ISAT U as leading science and Technology University in Southeast Asia by 2030

MISSION:

The University is committed to provide quality and relevant advanced education, higher technological, professional instruction and training in arts, sciences, education, architecture, engineering, agriculture, forestry, and other fields of study, thereby producing locally oriented, globally competitive and eco-friendly human resources. It shall promote research and development programs to advance science and technology and undertake sustainable extension and production activities.

Core Values:

Integrity
Commitment
Accountability
Responsiveness
Excellence

Institutional Goal:

1.To provide a nurturing environment where academic freedom is guaranteed and respected for the optimum development of human potential.
2.To produce highly competent and eco-friendly graduates, who will become leaders and experts in their fields of specialization.
3.To conduct research towards the advancement of science and technology.
4.To provide extension and production activities for the improvement of the quality of life in the community.
5.To provide effective and efficient delivery of services through responsive management of human, physical, financial and information resources

Fashion and Apparel Technology DepartmentGoal

Provide students with global competitive skills, vibrant ideas and proper working attitude that are necessary in the world of fashion and apparel and produce various unique designs through research.

INTERNATIONAL BEAUTY & HEALTH CONTENTS ASSOCIATION

Mission

Our Mission is to help it's member promote their services, market and culture internationally; to organize trainings which benefits everybody; and to share knowledge and develop unity with the common goal of success in line of fitness, beauty and health. As an organization, we must strive to build a boarder community in partnership of public and private institutions based on the pillars of respects, professionalism and reciprocity. Through our humanitarian projects, we aim to strengthen the awareness of nature preservations. And lastly, with God as the center of this organization, we strive for stability and empowerment of each member through his grace and guidance.

Vision

Our Vision is to bring each member well-known internationally with healthy physical and mental lifestyle. Preserving nature with a broader community of professionals united with the organization's goal and principles as one. An organization with intercultural and ideas ready to serve its members and partners in any way it could

Acknowledgement

Our gratitude is given to all who in one way or another had contributed to the success of this activity.

The ISAT U Administration,
IBHCA and Working Committees

World of Fashion and Beauty

starts here!!!

ISAT U in Cooperation with the International Beauty & Health Contents Association

Presents

2017 International Congress on Fashion Design and Cosmetology

&

2017 Iloilo, Philippines 3rd World Beauty & Culture Festival

July 8, 2017
ISAT U Multi-Purpose Gym
La Paz, Iloilo City, Philippines

This serves as an invitation

RATIONALE OF ACTIVITY

The University is envisioned to be a leading science and technology university in Southeast Asia by 2030. One of its goals is to provide effective and efficient delivery of services through responsive management of human, physical, financial, social and information resources.

Fashion Design and Cosmetology is one of the programs offered by the University that has the potential for Southeast Asia and even in the international labor market. To expand this program, there is a need to have international linkages to make these programs diversified and updated with the latest technological trends in the international labor market.

Just recently, the University President received a letter from a friend through the office of the University president from International Beauty & Health Contents Association of Korea requesting to facilitate the friendly activities such as lecture fora and skills contest along Fashion Design and Cosmetology. This request can be a good start for the international linkages of the University.

With the vision of the university and its program offerings, the proposed activities of ISAT U Fashion and Apparel Technology Department and the IBHCA-Korea are the following:

PROGRAMME

Part I. Registration 7:00-8:00AM
Pang-abiabi – ISAT U Cultural Group

Part II. Opening Ceremony 8:00AM
Invocation
National Anthem – ISAT U Cultural Group
Iloilo Hymn
ISAT U Hymn
Korean Hymn
Words of Welcome – Dr. Raul F. Muyong
ISAT U President
Introduction of Guest Speaker- Dr. LinoBaldevarona
Message – Invited Guest Dr. Kim-Yunsik
President, IBHCA
Giving of Certificate of Recognition/Plaque
IPA Signing
Raffle Draw

Part III. Lecture Fora
Introduction of Resource speaker – Prof. Edith Gonzales
Lecture Proper
Open Forum
Awarding of Raffle Draw Winners

Part IV. Fashion and Cosmetology Contests
a) Fashion Illustration
b) Cosmetology Contests

Awarding of Winners

CONTEST PACKAGE

I. Fashion Illustration Contest
A. Contest Rules/Mechanics:

1. The contest is open to all local and international freelance designer/illustrator, DepEd and CHED Fashion and Design students, certified by their school principal or SUC president.
2. The products and performance of participants in the event will be judged by three members of the Board of Judges composed of the experts, practitioners, service providers or professionals.
3. During the contest proper, the contestants will bring materials 1/8 illustration board (color pencil, color pen or Kurecolor and glittering pens)
4. During the contest proper, the contestants will be given one and a half hours to illustrate a long gown showing a glimpse of Filipino costume based on the given object as source of concept.
5. The final result shall be reviewed by the members of the Board of Judges before affixing their signatures in the summary sheet.
6. The decision of the Board of Judges is final and irrevocable.

B. Contest Criteria:

Creativity ---------- 15%
Originality---------- 25%
Visual Impact---------- 15%
Workmanship---------- 15%
Concept Suitability---------- 30%
Total---------- 100%

C. Registration Fee Php. 1,000.00
D. Prizes: 1st, 2nd, 3rd, 4th, 5th– winners

II. Cosmetology Contests
A. Categories
1. Skincare (including facial, backcare, footcare, waxing, massage)
2. Make-up(including special make-up)
3.Hair (including scalp care, wig)
4.Nail Art, Semi-permanent make-up, eyelashes, tattoo

B. Contest Rules/ Mechanics
1. The contest is open to all local and international freelance cosmetologist, DepEd and CHED Cosmetology students certified by their school principal or SUC president.
2. The products and performance of participants in the event will be judged by five members of the Board of Judges composed of the experts, practitioners, service providers or professionals.
3. During the contest proper, the contestants will bring their own materials including models.
4. The contestants will be given the maximum of two hours to create artistic make-up and hair style and other categories.
5. The final result shall be reviewed by the members of the Board of Judges before affixing their signatures in the summary sheet.
6. The decision of the Board of Judges is final and irrevocable.

C. Generic Criteria for Judging and Event Procedure
1. Generic Criteria for Judging
1.1 Creativity & Innovation ---------- 30%
1.2 Process---------- 30%
1.3 Marketability ---------- 20%
1.4 Time Management ---------- 10%
1.5 Communication Skills ---------- 10%
TOTAL ---------- 100%
D. Registration Fee- Php 1,000.00
A. D. Prizes: 1st, 2nd, 3rd, 4th, 5th– winners