



# UP KNOWLEDGE FESTIVAL



UTAK AT PUSO PARA SA BAYAN

## PROGRAM

17 April 2016 Celebrating UP's Knowledge Heroes	
5:30pm	Registration
6:30-7:30 pm	<b>National Anthem</b>
	Welcome Remarks <b>Pres. Alfredo E. Pascual</b> <i>President, University of the Philippines</i>
	Ceremonial Toast <b>VP Joselito G. Florendo</b> <i>Vice President for Planning and Finance, University of the Philippines</i>
7:30- 8:00 pm	Dinner Musical number Soprano Stefanie Quintin & Tenor Greg de Leon (UP College of Music)
8:00-8:30 pm	Presentation and Recognition of UP's Top Scientists and Artists
	Emcee: <b>Dr. Jose Wendell P. Capili</b> - Assistant Vice President for Public Affairs, University of the Philippines VO: <b>Dr. Alexander G. Flor</b> - Dean, Faculty of Information and Communication Studies, UP Open University

18 April 2016 UP's Research & Creative Work: Significance & Relevance	
7:30-8:30 am	Registration
8:30-8:45 am	Opening Remarks <b>Dr. Carla B. Dimalanta</b> Assistant Vice President for Academic Affairs (Research) University of the Philippines
8:45-9:30 am	<b>Culture, Creativity, and Innovation</b> <b>Pres. Alfredo E. Pascual</b> President, University of the Philippines
9:30-10:00 am	<b>Why Arts Should Matter</b> <b>Dr. Jose Y. Dalisay, Jr.</b> Director of the UP Institute of Creative Writing Professor, Department of English & Comparative Literature College of Arts and Letters, University of the Philippines Diliman
10:00-10:30 am	Break
10:30-11:00 am	<b>Hazard Vulnerabilities of the Public School System: Communicating Data and Science</b> <b>Dr. Clarissa C. David</b> Professor, Graduate Studies Department College of Mass Communication, University of the Philippines Diliman

11:00-11:30 am	<b>Commercialization of Technology (Appreciating Value Chain)</b> <b>Dr. Gonzalo C. Serafica</b> Co-founder and Vice President for Technology and Intellectual Property Xylos Corporation
11:30-12:00 nn	Open Forum (Morning Session) <b>Dr. Alyssa M. Peleo-Alampay</b> Assistant Vice President for Academic Affairs (Curriculum) University of the Philippines
12:00 nn -1:00 pm	<i>Lunch Break</i>
1:00- 2:30 pm	<i>Panel Discussion 1:</i> <b>Enabling Knowledge Creation and Innovation in the Country</b> Moderator:  <b>Dr. Rhodora V. Azanza</b> Assistant Vice President for Academic Affairs (Internationalization) and Director, Office of International Linkages, University of the Philippines  <b>Discussants:</b> <b>1. Dr. David Hall</b> Chief of Party USAID Science, Technology, Research and Innovation for Development (STRIDE) Program <b>2. Karen Ann Hipol</b> Research & Innovation Programme Manager British Embassy Manila <b>3. Atty. Peter L. Calimag</b> Partner, Cesar C. Cruz and Partners Law Offices Consultant, UP TTBD0 <b>4. Dr. Arnel A. Salvador</b> Professor, National Institute of Physics <b>5. Dr. Gisela P. Concepcion</b> Vice President for Academic Affairs University of the Philippines
2:30-3:00 pm	<b>Building Knowledge Cities (UPCGC as Knowledge Center)</b> <b>Atty. Arnel P. Casanova</b> President, Philippines Bases Conversion and Development Authority
3:00- 3:15 pm	Q&A with Atty. Arnel P. Casanova <b>Dr. Mary Delia G. Tomacruz</b> Assistant Vice President for Academic Affairs (R&D Resource Management) University of the Philippines
3:15- 4:15pm	Break
4:15-6:30 pm	Final set-up of Exhibits and Rehearsals with UP Media Advisory Committee  On-Camera Production/ Directing Performance <b>Dr. Grace Javier Alfonso</b> Professor, University of the Philippines Open University

	<p>Visualization of Research  <b>Prof. Leonardo C. Rosete</b>          Dean, College of Fine Arts, University of the Philippines Diliman</p> <p>Media Matching  <b>Dr. Elena E. Pernia</b>          Dean, College of Mass Communication, University of the Philippines Diliman</p>
6:30-7:00 pm	Free time
7:00-9:00 pm	<p>Dinner and Performances          University of the Philippines Dance Company          University of the Philippines Concert Chorus          Makiling Chamber Singers of UP Los Baños</p>

<b>19 April 2016</b> <b>Linking Media and UP Researches</b>	
7:00-8:00 am	Registration
8:00-8:30 am	Assembly for Ribbon Cutting Ceremony
8:30-8:45 am	<p>Ribbon Cutting and Opening of Exhibit</p> <p><b>Pres. Alfredo E. Pascual</b>          President, University of the Philippines</p> <p><b>Dr. Gisela P. Concepcion</b>          Vice President for Academic Affairs, University of the Philippines</p>
8:45am	<b>Exhibit Opens to the Public</b>
9:15-10:30 am	<p>Panel Discussion 2:  <b>Innovation through Collaboration across Disciplines</b></p> <p>Moderators:  <b>Dr. Elena E. Pernia</b>          Dean, College of Mass Communication, University of the Philippines Diliman</p> <p><b>Dr. Luis G. Sison</b>          Director, Technology Transfer and Business Development Office          University of the Philippines</p> <p>Discussants:</p> <ol style="list-style-type: none"> <li><b>Dr. Henry J. Ramos</b>          Founder, Plasma Physics Lab          National Institute of Physics</li> <li><b>Rina Malonzo</b>          Co-Founder, PortfolioMNL.com</li> <li><b>Trina dela Rama</b>          Co-Founder, PortfolioMNL.com</li> <li><b>Jet Angeles</b>          Director, Ionics ESM</li> <li><b>Grace Vera Cruz</b>          Managing Director, Seawood Resources, Inc.</li> <li><b>Maribel Garcia</b>          Curator, Mind Museum</li> </ol>

	<p><b>7. Ces Drilon</b>          Broadcaster, ABS-CBN</p>
10:30am- 12 nn	<p>PAEP Roundtable Discussion with Media          Development of Human Capital through Higher Level Education</p> <p><b>Discussants:</b></p> <ol style="list-style-type: none"> <li><b>Dr. Alfredo E. Pascual</b>          President, University of the Philippines</li> <li><b>Dr. Jose "Butch" Y. Dalisay, Jr.</b>          Columnist, The Philippine Star (Pen Man)          Director of the UP Institute of Creative Writing</li> <li><b>Dr. Ernesto M. Pernia</b>          UP Prof. Emeritus (Economics)          Commentary Contributor, Philippine Daily Inquirer</li> <li><b>Dr. Randolph "Randy" S David</b>          UP Prof. Emeritus (Sociology)          Columnist Philippine Daily Inquirer (Public Lives)</li> <li><b>Jose Roberto "Roby" A. Alampay</b>          Editor-in-Chief, Business World/ InterAksyon</li> <li><b>Ms. Rosario "Chato" A. Garcellano</b>          Opinion Editor- Philippine Daily Inquirer</li> <li><b>Mr. Lourd Ernest H. de Veyra</b>          Word of the Lourd TV Segment-TV5          Journalist, TV Host, Broadcast Personality, Poet and Activist</li> <li><b>Mr. Joselito G. Yabut</b>          Board Secretary- Kapisanan ng mga Brodkaster ng Pilipinas (KBP)</li> </ol>
12:00-1:00 pm	Lunch Break
1:00-4:00 pm	<p><b>UP Talks: Sharing More than Ideas</b></p> <p><b>FEATURE TALK:</b>  <i>Health Emergency Planning for Yolanda-affected LGUs:          A Multidisciplinary Approach</i>  <b>Dr. Philip Ian P. Padilla</b>          Faculty Regent, University of the Philippines</p> <p><i>Presentations from Exhibitors</i></p> <p>Interviews and recording of videos by UP media experts/General Media</p>
4:00- 5:00 pm	<p>Closing Ceremony</p> <p>Closing Remarks  <b>Dr. Gisela P. Concepcion</b>          Vice President for Academic Affairs, University of the Philippines</p> <p><b>UP NAMING MAHAL</b></p>