

# **PUBLICITY EFFORTS FOR AFC5**

Office of Public Relations

# Advance Article posted @FB

**University of the Philippines Los Baños**  
@UPLBOfficial

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**University of the Philippines Los Baños**  
December 9, 2019 · 🌐

After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines on Jan. 10-12, 2020, with UPLB as the host institution.

The interdisciplinary conference, themed "Sustainable shared growth: our common home, our common happiness," will discuss ideas to achieve economic growth, lessen the gap between the rich and the poor, and address environmental issues and other conflicts in Asia.

**Asia Future Conference**  
持續的共享型成長 Sustainable Shared Growth  
Our Common Home and Happiness  
January 9 (Thu) - 12 (Sun) 2020 Alabang Metro Manila

UPLB.EDU.PH  
**UPLB to host Asia Future Conference in Jan. 2020**  
After its past editions were held in Thailand, Indonesia, Japan, and Korea,...

Miggy Du, Jessa Jael Arana and 298 others 2 Comments 66 Shares

Community See All  
Invite your friends to like this Page  
140,803 people like this  
147,331 people follow this  
Miggy Du and 976 other friends like this or have checked in  
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December 9, 2019

<https://www.facebook.com/UPLBOfficial/posts/10157195828558995>

# Advance Article posted @FB

University of the Philippines Los Baños

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University of the Philippines Los Baños  
January 7 at 9:18 AM

After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines THIS WEEK, on Jan. 10-12, 2020, with #UPLB as the host institution.

**Asia Future Conference**  
持續的共享發展 Sustainable Shared Growth  
我們的共同家園 Our Common Home and Happiness  
January 9 (Thu) - 12 (Sun) 2020  
Alabang Metro Manila

UPLB.EDU.PH  
**UPLB to host Asia Future Conference in Jan. 2020**  
After its past editions were held in Thailand, Indonesia, Japan, and Korea,...

Kristine Araguas, Miggy Du and 82 others 14 Shares

Like Comment Share

Write a comment...

Community See All

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- 140,793 people like this
- 147,269 people follow this
- Miggy Du and 977 other friends like this or have checked in
- 512,385 check-ins

About See All

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January 7, 2020

[https://uplb.edu.ph/updates/uplb-to-host-asia-future-conference-in-jan-2020/?fbclid=IwAR1H5eey-x5weQ2FWr3Z7JVX7JpT\\_9OIFJMMP9izaDnsbAa3VkoNHemRgrs](https://uplb.edu.ph/updates/uplb-to-host-asia-future-conference-in-jan-2020/?fbclid=IwAR1H5eey-x5weQ2FWr3Z7JVX7JpT_9OIFJMMP9izaDnsbAa3VkoNHemRgrs)

# Advance Article posted @FB

The screenshot shows a Facebook page for the University of the Philippines Los Baños (@UPLBOfficial). The page features a navigation menu on the left with options like Home, About, Photos, Events, Videos, Posts, Community, UPLB on Twitter, and UPLB on YouTube. The main content area displays a post from January 3, 2020, announcing the 5th Asia Future Conference (AFC 5) to be held in Alabang Metro Manila on January 9, 2020. The post includes a graphic for the conference with the theme "Sustainable Shared Growth" and "Our Common Home and Planet". The graphic shows a tree where the branches are formed by various icons representing different aspects of sustainability and community. The text of the post states: "After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines on Jan. 10-12, 2020." The post has 121 reactions, 3 comments, and 16 shares. On the right side of the page, there are sections for "Community" (140,803 likes, 147,331 followers), "About" (phone number (049) 536 3604, website uplb.edu.ph), and "Page Transparency" (created November 29, 2009).

UP System post  
January 7, 2020

[https://uplb.edu.ph/updates/uplb-to-host-asia-future-conference-in-jan-2020/?fbclid=IwAR1H5eey-x5weQ2FWr3Z7JVX7JpT\\_9OIFJMMP9izaDnsbAa3VkoNHemRgrs](https://uplb.edu.ph/updates/uplb-to-host-asia-future-conference-in-jan-2020/?fbclid=IwAR1H5eey-x5weQ2FWr3Z7JVX7JpT_9OIFJMMP9izaDnsbAa3VkoNHemRgrs)

# Pre-event Guesting



## DZRH "Radyo Henyo"

*05 January 2020*

Anchors: *Cong. Angelo Palmones and Dr. Ruby Cristobal*

Guests:

**Prof. Rolando T. Bello**

Dean, CPAf and Chair Steering Com. AFC5

**Dr. Max Maquito**

Chair, Program Committee AFC 5



# PRESS BRIEFING

## TOWER BALL ROOM 1

AFC5 PRESS BRIEFING

10 January 2020

8:00 a.m.





# Media Interview



UNTV Interview with **Prof. Rolando T. Bello** ,  
Dean, CPAf and Chair Steering Committee AFC5  
and with a participant of the conference



Interview of Mr. [Bruce T. Rodriguez](#) of ANC  
with His Excellency Jose  
C. Laurel V,  
Ambassador of the  
Republic of the  
Philippines to Japan



# Link to Media Coverage

[https://gwt.tfc.tv/episode/details/200716/business-nightly-january-10-2020?fbclid=IwAR0Lo8QCX6H1X4i2ADt9NXF3w84ALiCZiXZS1Bnp0\\_gq\\_tzjzLQGQU4bRr4](https://gwt.tfc.tv/episode/details/200716/business-nightly-january-10-2020?fbclid=IwAR0Lo8QCX6H1X4i2ADt9NXF3w84ALiCZiXZS1Bnp0_gq_tzjzLQGQU4bRr4)



# Post-event Article

The image shows a Facebook post from the official page of the University of the Philippines Los Baños (@UPLBOfficial). The post is from 7 hours ago and features a photograph of a large, modern conference hall filled with attendees. The text of the post describes the 5th Asia Future Conference (AFC5) hosted by UPLB, highlighting the participation of scholars from various countries and the conference's focus on sustainable shared growth. The post has received 3 shares and is liked by Jessa Jael Arana and 22 others. The right-hand side of the screenshot displays the Facebook page's navigation menu, including options for Home, About, Photos, Events, Videos, Posts, and Community. It also shows the page's contact information, such as the phone number (049) 536 3604 and the website uplb.edu.ph, along with a 'Page Transparency' section indicating the page was created on November 29, 2009.

University of the Philippines Los Baños  
@UPLBOfficial

Following Share Saved

University of the Philippines Los Baños  
7 hrs · 🌐

Scholars from different countries stepped up on the regional stage to present their insights on Asia's path forward at the 5th Asia Future Conference (AFC5), which UPLB hosted recently.

More than 300 participants presented their researches on education, innovation, peace, environment, health, and shared growth in AFC5 that had for its theme "Sustainable shared growth: our common home, our common happiness."

UPLB.EDU.PH  
**UPLB-hosted AFC 5 tackles sustainable shared growth for Asia**

Jessa Jael Arana and 22 others · 3 Shares

Like Comment Share

Community See All

Invite your friends to like this Page

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<https://uplb.edu.ph/all-news/uplb-hosted-afc-5-tackles-sustainable-shared-growth-for-asia/?fbclid=IwAR3QRTQusNgtQNPb1RN8jnzJ7wsQvVBlwnc9I13wcV2E6mGvODn9HLNSWSs>

# Pre-event Article @Twitter

← **UP Los Baños**  11.1K Tweets Following

 **UP Los Baños**  @UPLBOfficial · Jan 7

After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines THIS WEEK, on Jan. 10-12, 2020, with #UPLB as the host institution.



**Asia Future Conference**  
持続的な共有型成長 Sustainable Shared Growth  
人々の幸せ Our Common Home and Happiness  
人々の幸福 Happiness

January 9 (Thu) - 12 (Sun) 2020 Alabang Metro Manila

UPLB to host Asia Future Conference in Jan. 2020  
After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines on ...  
[uplb.edu.ph](http://uplb.edu.ph)

  6  51 

## UPLB Official Twitter January 7, 2020

<https://twitter.com/UPLBOfficial/status/1214353672492085249?s=20>

# Post-event Article @Twitter

UP Los Baños  11.1K Tweets Following

  70  124 

 **UP Los Baños**  @UPLBOfficial · Jan 16

More than 300 participants presented their researches on education, innovation, peace, environment, health, and shared growth in AFC5 that had for its theme "Sustainable shared growth: our common home, our common happiness."



UPLB-hosted AFC 5 tackles sustainable shared growth for Asia  
Scholars from different countries stepped up on the regional stage to present their insights on Asia's path forward at the 5th Asia Future ...  
[uplb.edu.ph](http://uplb.edu.ph)

  6  23 

[UPLB Official Twitter](https://twitter.com/UPLBOfficial)  
[January 16, 2020](https://twitter.com/UPLBOfficial/status/1217653823201628162)

<https://twitter.com/UPLBOfficial/status/1217653823201628162?s=20>



# Pre-event Article @Twitter

 **UP Los Baños**  11.1K Tweets Following

 UP Los Baños Retweeted

 **University of the Philippines**  @upsystem · Dec 5, 2019 ▼

After its past editions were held in Thailand, Indonesia, Japan, and Korea, the 5th Asia Future Conference (AFC 5) will come to the Philippines on January 2020, with @UPLBOfficial as the host institution.

Story here: [uplb.edu.ph/updates/uplb-t...](http://uplb.edu.ph/updates/uplb-t...)



The 5th Asia Future Conference 第5回アジア未来会議

**Asia Future Conference**

持続的な共有型成長 Sustainable Shared Growth  
みんなの笑顔 Our Common Home and Happiness  
みんなの笑顔

January 9 (Thu) Alabang Metro Manila

  12  52 

## UP System Twitter

<https://twitter.com/upsystem/status/1202473832671375361?s=20>

# AFC5 Signage at UPLB LED



Posted from January 7-12, 2020



# Welcome Signage at UPLB LED





# Post-event Photo at UPLB LED



10-11 January 2020  
Alabang, Manila & UP Los Baños, Laguna  
Philippines

**The 5<sup>th</sup> ASIA FUTURE CONFERENCE**

**第5回 アジア未来会議**

Sustainable Shared Growth ~Our Common Home and Happiness~





# Post-event story at UPLB UPDATES



The image is a screenshot of an email client interface. On the left side, there is a sidebar with a green background and white text. It includes a 'Compose' button at the top, followed by folders: 'Inbox', 'Starred', 'Spooled', 'Sent', and 'Drafts' (with a count of 254). Below these is a 'Flashbase' section with four user avatars and names: 'Juan Paolo', 'Engineering Research and Dev...', 'Kit Emmanuel Pansales', and 'Mary Jane Galardo'. The main content area is white and features the UPLB logo at the top center. Below the logo, the text reads 'UPLB UPDATES' and 'January 16, 2020 | Issue 02 of 2020'. A large photograph shows a conference room with many people seated at round tables, facing a stage with a large screen displaying a world map. Below the photo, the article title is 'UPLB-hosted AFC 5 tackles sustainable shared growth for Asia'. The first line of the article text is 'More than 300 participants presented their researches on education, innovation, peace, environment, health, and shared growth in AFC5 that had for its theme "Sustainable shared growth: our common home...'.

Compose

Inbox

Starred

Spooled

Sent

Drafts 254

Flashbase

Juan Paolo

Engineering Research and Dev...

Kit Emmanuel Pansales

Mary Jane Galardo

UPLB UPDATES

January 16, 2020 | Issue 02 of 2020

UPLB-hosted AFC 5 tackles sustainable shared growth for Asia

More than 300 participants presented their researches on education, innovation, peace, environment, health, and shared growth in AFC5 that had for its theme "Sustainable shared growth: our common home...

UPLB - Office of Publi...

January 16, 2020 | Issue 02 of 2020