

2019-09-008



Republic of the Philippines  
Department of Finance  
**BUREAU OF CUSTOMS**  
MANILA 1099

**MASTER COPY**

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**MEMORANDUM**

**TO : ALL DISTRICT COLLECTORS**

**FROM : REY LEONARDO B. GUERRERO**  
Commissioner

SEP 11 2019



BOC-03-02416

**SUBJECT : ASSIGNMENT/HIRING OF LOCAL INFORMATION OFFICERS AND BOC-CARES REPRESENTATIVES**

**DATE : 27 August 2019**

In order to strengthen the Bureau's information campaigns, media relations and improve the processes of handling our BOC stakeholder's concerns/issues in compliance to Republic Act No. 11032 (Ease of Doing Business), you are hereby directed to assign/hire Local Information Officers and BOC-CARES Representatives who will be tasked to assist the Public Information and Assistance Division (PIAD), in delivering its various programs/projects, in line with the BOC approved Communications Plan for 2019.

Despite the recently concluded 3-day Media Workshop, PIAD is having a hard time tapping our respective attendees per port to deliver/report on latest news/developments as it unfolds in their respective offices/ports due to non-existence of a Customs Personnel Order assigning or designating them as such.

Also, with the latest launching of the BOC Customer Care Portal System, it would be best, in order to be able to reach out to our various BOC stakeholders both internal and external, to assign/designate a local representative for our BOC-CARES who would act as the point person in every collection district, whereby making the Bureau of Customs a customer-friendly agency.

The Information Officers to be assigned/hired shall prepare press releases, ensure proper communication and coordination among their local offices and update their respective social media accounts. While the BOC-CARES representative shall handle queries/complaints received from BOC-CARES Central Office, they shall also address queries and/or complaints posted through social media (Facebook and Twitter) and prepare reports and other data as required.

For strict compliance.

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**BOC LOCAL INFORMATION OFFICERS**

No.	Name	Port
1	Monina G. Arzadon	San Fernando
2	Joel T. Espejo	Manila
3	Joshua Andrei Bon T. Gilles	MICP
4	Sanchia Rosella E. Del Rosario-Mecua	NAIA
5	Virome Dimasacat	Batangas
6	Michelle Anne O. Mamaid	Legazpi
7	Su Sherrie P. Farren	Iloilo
8	Erwin C. Andaya	Cebu
9	Catherine G. Lopez	Tacloban
10	Nerissa R. Bayang	Surigao
11	Mariel D. Ipan	Cagayan de Oro
12	Kimberly Ann S. Distor	Zamboanga
13	Norman V. De Asis	Davao
14	Maria Anabelle G. Bingcang	Subic
15	Marife Foloso	Clark
16	Philip Sabayton	Aparri
17	Joseph Escasio	Limay