



Office of the President of the Philippines
COMMISSION ON INFORMATION AND COMMUNICATIONS TECHNOLOGY

11th Philippine Web Awards

Friday, February 27, 2009, 7:00 pm

Carlos P. Romulo Auditorium, RCBC Plaza, Ayala Avenue, Makati City

Opening Speech

SEC. RAY ANTHONY ROXAS-CHUA III

Chairman, Commission on Information and Communications Technology

Chairman and CEO of Media G8way Mr. Ibarra Gutierrez, members of the organizing committee of the 11th Philippine Web Awards, distinguished speakers, current and former contestants, fellow government workers, guests, ladies and gentlemen, a pleasant good evening to all of you!

For the past eleven years, the Philippine Web Awards, touted as “the Oscars of the Internet,” has been honoring the best Filipino websites in various categories. Tonight, we gather once again to recognize outstanding individuals in the field of web design and development.

By giving due recognition to the creativity and skills of our web developers year after year, we are raising the bar in terms of the quality of design as well as content of our Filipino websites. We are also conveying the message that we should never cease improving and looking for better ways to deliver relevant information and services to the Filipino Internet community.

Events like the PWA also showcase Filipino graphics expertise and artistry utilizing state-of-the-art tools. Web design and development has evolved into a lucrative enterprise with more and more people, communities, organizations, and businesses establishing their presence on the Internet.

As the lead ICT agency of the government, the CICT supports various government and non-government bodies in the development, advancement, and promotion of ICTs in the different sectors of Philippine society. I am particularly pleased that we at the CICT have been able to bring local government units, or LGUs, to this prestigious awards by establishing a partnership with Media G8way a few years back.

In 2007, we witnessed the official entry of the eLGU category in the PWA, and provincial, city and municipal website entries have since adopted the same set of guidelines and screening process as the rest of the PWA entries.

It was, and still is, our desire to have LGU websites recognized by the entire Philippine Internet community and to acknowledge the efforts of our web designers at the local government level as much as those in the national government and the private sector. Website development is regarded as a tool to achieve better governance, by making LGUs and other government entities more visible, accessible, and efficient in their delivery of basic services. As our websites become increasingly interactive and transactional, we are able to engage more effectively with citizens.

Last year, the CICT, through its component agency, the National Computer Center, launched the e-Government Portal Project which is envisioned to enhance deliver of frontline services and publish pertinent information online for the benefit of the general public. The eSerbisyo services portal is positioned to be the main entry point for accessing information on the various services being offered by government, while the eBayad payment gateway will allow citizens to transact directly with the government.

I also believe that web content will play a key role in getting more Filipinos online. While Internet usage in the Philippine has grown exponentially, the Philippines still has one of the lowest broadband and PC penetrations in the world. I am happy to note that the recent transfers of the NTC, the TELOF and the communications units of the DOTC to the CICT have made us better equipped to pursue our universal access mandate. However, I do not believe investments in infrastructure alone will solve this problem. We desperately need to develop more locally relevant content to encourage more Filipinos to go online. I hope you will take on this challenge so that more of our Filipino brethren can finally discover the benefits of the Internet.

I wish to extend my warmest congratulations to all the web designers who have made it this far. You are all winners in your own right and therefore deserve all the accolades that have been bestowed upon you. May this year's awards serve as an even bigger inspiration to all of you to continue to strive for excellence.

Lastly, let me also commend Media G8way and all the people behind the Philippine Web Awards for your untiring efforts in annually organizing this event, which serves an opportunity to bring together creative individuals from both the government and the private sectors.

Thank you very much and *mabuhay ang Pinoy Internet!*