

**MAYOR MCF'S SPEECH
A SHOE FASHION SHOW
Teatro Marikina
8 September 2006**

This activity aims to showcase Marikina-made shoes and bags as well as the beauty and talents which our city is abundant of. We have the world-class elegance to carry global quality products with pomp and competence.

But the bottom line is to highlight shoe makers and locally-made shoes that can compare with the best in the world. Through this ***Shoe Fashion Show***, participated in by the local talents, our shoes and hat manufacturers would like to introduce new designs. These are some of the high-end designs which are being worn by respected personalities, actresses and young societies in our country.

This activity was also made possible through the cooperation of ***La Salle College International*** which will show creations of well-known fashion designers to include ***Danilo Franco, Boysie Villavicencio*** and La Salle students. I must thank them for sparing their valuable time with us. Be assured that Marikina is committed to live your legacy in the field of fashion design. We recognize the potential of our city to excel in this field.

There are many ways by which we can highlight the world-class craftsmanship of Marikeños. Our local products are highly competitive. We only need to push our promotion efforts a little more to get to the competitive level.

Your presence here suggests your interest and appreciation about fashion design and about art as a whole. You are here because of your high regard to our local products and to our city's globally competitive elements. We are all here because we want to live the legacy of our shoe industry and buoy-up its competitive spirit.

Thank you for coming.