

FIFTEENTH CONGRESS OF THE REPUBLIC
OF THE PHILIPPINES
Second Regular Session

HOUSE OF REPRESENTATIVES
House Bill No. **5057**

Introduced by **ATTY. MA. THERESA B. BONOAN-DAVID**
4th District, City of Manila

EXPLANATORY NOTE

Country branding is a multi-stakeholder, multi-disciplinary approach to marketing the Philippines. It goes beyond sectoral priorities and tactical campaigns. Its success lies in the consistency and coherence of its messages with what the Philippines has to offer. It has been proven by experts that a positive country brand, among others, enhances nationhood and strengthens national pride; improves international credibility; serves as a shield from possible reputation risks; increases the value of domestic products, services and destinations; and leads to higher and more sustainable growth for business and enterprise.

It is in this light that this bill proposes that the National Branding Council be represented at the highest levels of the executive body of the government. The Council should share the government's efforts to promote the Philippines as a business and investment destination.

With the establishment of a strong country brand, the Philippines will enable the government to save some funds, gain a bigger share of investments, trade and tourism, which will ultimately redound to the benefit of every Filipino.

In view of the foregoing the passage of this bill is earnestly sought.



ATTY. MA. THERESA B. BONOAN-DAVID
4th District, Manila

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**AN ACT ESTABLISHING A NATIONAL BRANDING COUNCIL TO DEVELOP
THE PHILIPPINE COUNTRY BRAND AND APPROPRIATING FUNDS
THEREFOR**

Be enacted by the Senate and House of Representatives of the Republic of the Philippines in Congress assembled:

Section 1. The National Branding Council should be composed of representatives of key government agencies, including the Department of Trade and Industry (DTI), the Department of Tourism, and the Department of Foreign Affairs (DFA), as well as representatives of the private sector and civil society.

Section 2. The mandate of the proposed Council is to establish a compelling Philippine brand; "MABUHAY PHILIPPINES" — that will effectively and strategically ignite the pride among Filipinos and

Section 3. The proposed Council should positively position the Philippines in terms of investment, tourism, export capabilities, credit worthiness, and international diplomacy and relations

Section 3. This Act shall take effect fifteen (15) days after its publication in the Official Gazette.

Approved.