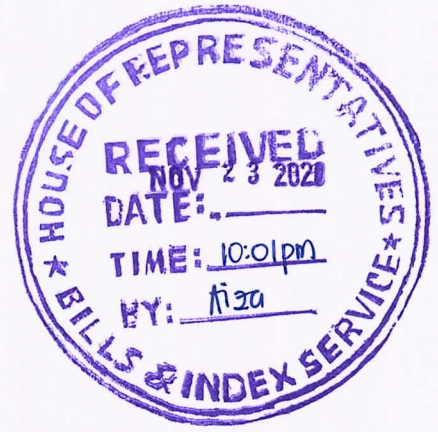


*Republic of the Philippines
House of Representatives
Quezon City*



EIGHTEENTH CONGRESS
Second Regular Session

HOUSE BILL NO. 8064

Introduced by HONORABLE LUCY TORRES-GOMEZ

EXPLANATORY NOTE

The creative industry and economy is one of the hardest hit during the COVID-19 pandemic because the conduct of business, more often than not, required physical contact and interaction. Performers need a live audience, film goers need the theaters to open, artisans need retail stores and pop-up markets and instructors need to hold classes. Although there are many ways to assist the industry in this time of crisis, perhaps the quickest and most effective way to give them support is to give them back their sales venue—online.

This bill seeks to rapidly create a simple online market, that is standardized and easy to follow so that Filipino crafters, artisans, artists, musicians, filmmakers, wellness providers, instructors, chefs, to name a few, could get back to what they do best. We simply want to give them an online venue to meet customers, conduct the sale, accept payment, and deliver either physical goods, digital products, such as written documents or images, live stream events, taped film and video or live meetings and classes. As an added feature, this platform must be easily accessible via smart phone, with internet access already built in.

Time is of the essence. This digital platform could be easily procured and customized by the DTI in a short amount of time. Many Filipino families are relying on targeted and function-specific support to help them survive this pandemic. I hope we can deliver.


LUCY TORRES GOMEZ
Representative
Fourth District, Leyte

Republic of the Philippines
House of Representatives
Quezon City

SEVENTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 8064

Introduced by HONORABLE LUCY TORRES-GOMEZ

AN ACT DIRECTING THE DEPARTMENT OF TRADE AND INDUSTRY (DTI) TO CREATE AN ONLINE MARKET PLATFORM FOR FILIPINO CREATIVE ARTS, PRODUCTS AND SERVICES TO SUPPORT MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) ESPECIALLY DURING THE COVID-19 PANDEMIC AND PROVIDING FUNDS THEREFOR

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

SECTION 1. *Short Title.* – This Act shall be known as the “Online Pinoy Creative Market Act.”

SEC. 2. *Objectives.* – The objectives of this bill are:

- (a) To rapidly create a free online market and digital distribution network for Micro, Small and Medium Enterprises (MSMEs) engaged in Filipino creative products and services;
- (b) To provide a digital stage for Filipino performing artists to sell live events or stream taped concerts, shows and films;
- (c) To provide a means of supplemental or alternative income source for Filipinos who have been economically disadvantaged by the COVID-19 pandemic;
- (d) To encourage Filipinos locally and abroad to buy from Filipino crafters, artisans and makers, artists and service providers;
- (e) For DTI to provide web store services and facilities to account holders, for the purpose of the conduct of business, free of charge, and

- (f) For DTI to provide free guidance and online assistance in using the online market to potential sellers and buyers.

SEC. 3. Creation of the “Online Pinoy” Creative Market – The Department of Trade and Industry (DTI) shall create an internet-based platform that has the capacity to perform the following functions:

- (a) Allow Filipino Micro, Small and Medium Enterprise (MSME) crafters, makers, artists, and artisans, performers, and service providers to create a free account for the purpose of conducting business;
- (b) Provide a standard store format for account holders selling physical products with the following capabilities:
 - i. Easy upload of merchandise details and inventory tracking;
 - ii. E-commerce sales and payment mechanism to include cash-on-delivery, credit card, and other digital payment mechanism; and
 - iii. Access to accredited logistics and delivery service providers.
- (c) Provide a standard store format for account holders selling streaming video or taped film with the following capabilities:
 - i. Easy upload of streaming and taped video;
 - ii. Permission granting, control and tracking of viewership; and
 - iii. E-commerce sales and payment mechanism to include credit card, and other digital payment mechanisms.
- (d) Provide a standard store format for account holders selling services, such as consultancy, writing, editing, tutorial, workshop, training, and classes; for example, architectural services, creative or technical written work, yoga and wellness classes, craft making classes, music classes, with the following capabilities:
 - i. Provide digital video meeting facility, such as Zoom or Webex, free of charge to account holders;
 - ii. E-commerce sales and payment mechanism to include credit card, and other digital payment mechanism.
- (e) Provide free internet access to said “Online Pinoy” Creative Market; i.e. internet access is built in the digital platform;

- (f) Make “Online Pinoy” Creative Market accessible via smart phones;
- (g) Provide online help desk for both account holders or sellers and service providers and customers; and
- (h) DTI to digitally market the “Online Pinoy” Creative Market on social media platforms, similar to the unified marketing campaign of the Department of Tourism (DOT) for all tourism players in the country.

SEC. 5. *Effectivity.* – This Act shall take effect fifteen (15) days after its publication either in the Official Gazette or in at least two (2) national newspapers of general circulation.

Approved,