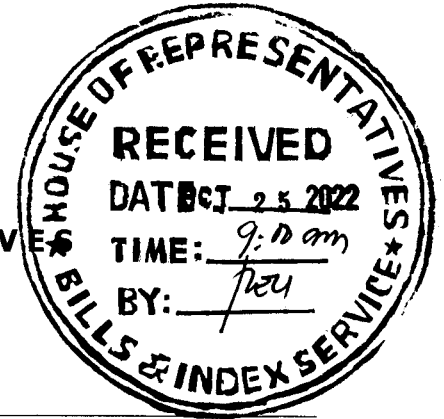


NINETEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)

HOUSE OF REPRESENTATIVES

House Bill No. 5682



Introduced by **REP. CAMILLE A. VILLAR**

**AN ACT
DESIGNATING THE MONTH OF NOVEMBER AS "BUY PINOY, BUILD PINOY
MONTH" TO ENCOURAGE THE PUBLIC AND PRIVATE SECTORS TO
PRIORITIZE THE PURCHASE AND UTILIZATION OF FILIPINO PRODUCTS,
LABOR AND SERVICES**

EXPLANATORY NOTE

With a more optimized importation and exportation through the internet and technology, it is easier to be oblivious of the business providers of the products and services we avail. It becomes more difficult to discern which are locally-made, leading to limited patronization from our own citizens. Subsequently, we receive narrower benefits from the economic impacts of supporting local businesses.

In fact, DTI through their "Buy Local, Go Lokal" campaign encourages our fellow Filipinos to patronize local products as a measure of economic recovery amid the pandemic. Employment opportunities, demand in local products, and trust and confidence in local brands, which are all contributors to economic performance, improve alongside support for local businesses.¹ This is more particularly applicable to MSMEs, which compose 99.5% of all businesses and 63.2% of employment in the Philippines, and can be considered the backbone of our economy.²

1. <https://www.reportr.world/news/dti-buy-local-go-lokal-a4373-20200703>

2. <https://cpbrd.congress.gov.ph/2012-06-30-13-06-51/2012-06-30-13-36-50/1195-ff2020-19-msmes-in-the-philippines>

As we transition to the economic recovery and revival, stronger support for local enterprises is crucial now more than ever. Assistance and support in the form of marketing, information, and capacity-building campaigns which can be drivers of sales and advertisement will be substantial to boost local businesses. This proposed bill contains provisions for aforementioned drivers.

To declare November of each year as the "Buy Pinoy, Build Pinoy Month" provides a huge marketing platform for a national audience, informs buyers of the positive implications of the celebration, and capacitates entrepreneurs to further improve their businesses. In addition, celebrating it during the month of November enables a strategic timing where consumers will have the chance to support local brands during the holiday season and still maintain a balance of choices in the free market while entrepreneurs gain marketing and sales from prospect consumers.

Moreover, benefits will not only be reaped during the month of November but other positive spillovers such as marketing and other skills can be experienced for the entire year. Hence, serving as a bridge for local businesses and consumers to maximize their existing value and interest and to communicate it to a broader horizon.

With the huge pool of mutual benefits intended directly for consumers, entrepreneurs, workers, and the economy, the enactment of this bill is an explicit measure of economic recovery and national development.

In line with the aforementioned, the approval of this bill is sought.



CAMILLE A. VILLAR

HOUSE OF REPRESENTATIVES

House Bill No. 5682

Introduced by **REP. CAMILLE A. VILLAR**

AN ACT
DESIGNATING THE MONTH OF NOVEMBER AS "BUY PINOY, BUILD PINOY MONTH" TO ENCOURAGE THE PUBLIC AND PRIVATE SECTORS TO PRIORITIZE THE PURCHASE AND UTILIZATION OF FILIPINO PRODUCTS, LABOR AND SERVICES

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

1 Section 1. *Short Title* – This Act shall be known as the "Buy Pinoy, Build
2 Pinoy Month Act."

3 Sec. 2. *State Policy*. – In furtherance of the Constitutionally-mandated role
4 of the State to develop a self-reliant and independent national economy effectively
5 controlled by Filipinos (Article II, Section 19) and to promote the preferential use of
6 Filipino labor, domestic materials and locally produced goods, and adopt measures
7 that help make them competitive (Article XII, Section 12), it is the policy of state to
8 promote the growth and development of Filipino entrepreneurs, especially those
9 involved in micro, small and medium enterprises (MSMEs) as defined by Republic
10 Act No. 6977, as amended by Republic Act No. 8289 and Republic Act No. 9501, or
11 the *Magna Carta for Micro, Small and Medium Enterprises*.

12 Sec. 3. *Declaration of Buy Pinoy, Build Pinoy Month*. - The month of
13 November of every year is hereby declared as "*Buy Pinoy, Build Pinoy Month*" in
14 recognition of the important role and contribution of the MSME sector to the

1 Philippine economy and to enhance the opportunities of these enterprises to grow
2 and contribute more meaningfully to job generation, national development and
3 economic advancement.

4 **Sec. 4. *Observance of Buy Pinoy, Build Pinoy Month.*** -To ensure the
5 meaningful observance of Buy Pinoy, Build Pinoy Month as herein declared, all heads
6 of government offices and instrumentalities, including government-owned and
7 controlled corporations, as well as local government units, and employers in the
8 private sector, shall encourage and afford sufficient resources, time and
9 opportunities for MSMEs to engage and participate in any and all activities to mark
10 the month.

11 a) The Department of Trade and Industry (DTI) shall be the lead agency
12 for the implementation of this Act. The activities under this act shall be
13 included in the annual work program and action agenda of the Micro,
14 Small and Medium Enterprise Development Council.

15 b) Activities for the *Buy Pinoy, Build Pinoy* Month shall include MSME
16 trade fairs, bazaars, marketing missions, information dissemination
17 activities, education and advocacy campaigns, and similar events
18 featuring Filipino products, manufactures, inventions, technologies and
19 resources and shall be conducted in all national government agencies
20 as well as cities and municipalities in the country.

21 c) A National Trade Fair shall be held for at least two (2) weeks in
22 November of every year with the participation limited to Filipino
23 producers, service providers, and products, *Provided*, That the said Fair
24 shall be held simultaneously in locations in Luzon, Visayas and
25 Mindanao.

26 d) The Philippine Information Agency, in coordination with the DTI, shall
27 formulate and implement a nationwide information and advocacy
28 campaign for the Buy Pinoy, Build Pinoy Month activities.

1 e) The private sector is encouraged to conduct similar initiatives as those
2 enumerated in this Act.

3 Sec. 5. *Repealing Clause* – All laws, decrees, executive orders, rules or
4 regulations and other issuances, or parts thereof, which are inconsistent with the
5 provisions of this Act, are hereby repealed or modified accordingly.

6 Sec. 6. *Effectivity* – This Act shall take effect fifteen days (15) days after
7 publication in the Official Gazette or in two (2) national newspapers of general
8 circulation.

Approved,