



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

NINETEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 7177



Introduced by Representative **Geraldine B. Roman**

EXPLANATORY NOTE

National public spending on direct cultural promotion and development (excluding the education budget) is around % of GDP. In comparison, the average European country spends about 1% of its GDP on culture, while South Korea spends 0.37% of its GDP on the Ministry of Culture alone.

These economies continue to reap the benefits of a thriving creative sector as a result of massive and well-planned public spending on arts and culture. The creative sector accounts for 4.4% of the GDP in the European Union. In South Korea, the creative sector contributes about 2% of the economy and also boosts Korean tourism, accounting for about 55.3% of all inbound tourism, as best exemplified by the Hallyu wave or K-culture. It is worth noting that these countries are also highly industrialized, with a focus on manufacturing and high-value services.

In the Philippines, the lack of a framework for assisting creatives has resulted in a sector that can be a significant contributor to the economy at times, but whose revenues can suddenly collapse during a crisis. Although the creative sector is estimated to contribute between 4 and 7 percent of GDP, the Creative Economy Council of the Philippines estimates that the sector lost 90% of its revenues during the COVID-19 pandemic. If this occurs, the sector will be among the hardest hit in the economy.

To establish the Philippines as a cultural and creative powerhouse, we must also invest in culture. The Philippines' economy is now based on services. Its prospects are now dependent on our ability to transform our service workers' skills and talents into marketable products and services. Supporting our creative industries can open doors for our service workers.

Given the importance of strong public investment in our creative industries, this bill establishes the Creative Industries Investment Plan Offices, also known as the Creative Industries Investment Plan Act of 2023, as the blueprint for public support in the sector.

The passage of this measure is urgently requested.


REP. GERALDINE B. ROMAN
District Representative
Bataan, 1st District



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

NINETEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 7177

Introduced by Representative **Geraldine B. Roman**

AN ACT
PROVIDING FOR THE ESTABLISHMENT OF CREATIVE INDUSTRIES
INVESTMENT PLAN ACT OF 2023, APPROPRIATING FUNDS THEREFOR AND
FOR OTHER PURPOSES

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

SECTION. 1. Title. – This Act shall be known as the “Creative Industries Investment Plan Act of 2023.”

SEC. 2. Declaration of Policy. – It is the policy of the State to foster the preservation, enrichment, and dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and historic wealth constitutes the cultural treasure of the nation and shall be under the protection of the State which may regulate its disposition.

Towards these ends, the State shall endeavor to develop the support systems, structures, and mechanisms necessary to advance creative industries, which continue to generate the country’s artistic and cultural wealth.

SEC. 3. Creative Industries Investment Plan Offices. – The Department of Trade and Industry (DTI) and the Department of Tourism (DOT), under their respective secretaries, and the National Commission on Culture and the Arts, under its chair, shall establish the Creative Industries Investment Plan Offices (CIIPO) in their respective agencies and attached to their existing regional offices; dedicated to assisting local government units create their Public Investment Plans and Proposals for the Creative Industries.

Local public investment plans may also be inter-locality, with programs and projects to be implemented by multiple local governments. The CIIPO shall promote tourism alliances, coordinated programs and projects, and joint ventures among local government units.

The fund necessary for the personnel and outlays of these offices shall be sourced from the appropriations of their respective agencies for the current year, and shall thereafter be proposed in the National Expenditure Plan.

SEC. 4. – *Implementing Rules and Regulations.* – The rules and regulations necessary for the implementation of this Act shall be issued by the Department of Trade and Industry, in coordination with the member agencies of CIPO, within ninety (90) days from the effectivity of this Act.

SEC. 5. – *Separability Clause.* – If for any reason, any section, clause, or term of this Act is held to be illegal, invalid, or unconstitutional, such parts not affected by such declaration shall remain in full force and effect.

SEC. 6. – *Repealing Clause.* – All laws, presidential decrees, issuances, executive orders, letters of instruction, rules, and regulations inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SEC. 7. – *Effectivity Clause.* – This Act shall take effect fifteen (15) days after its publication in the Official Gazette or a newspaper of general circulation.

Approved,