

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

NINETEENTH CONGRESS
Second Regular Session

House Bill No. **9044**



**INTRODUCED BY REPRESENTATIVES RALPH WENDEL P. TULFO,
JOCELYN P. TULFO, ERWIN T. TULFO, EDVIC G. YAP, AND ERIC GO YAP**

**AN ACT MANDATING THE FORMULATION, FINANCING,
IMPLEMENTATION, MONITORING, AND EVALUATION OF A
COMPREHENSIVE AND MULTI-YEAR "TATAK PINOY" (PROUDLY
FILIPINO) STRATEGY, ESTABLISHING A TATAK PINOY COUNCIL, AND
APPROPRIATING FUNDS THEREFOR**

EXPLANATORY NOTE

The International Monetary Fund asserts that integration into the global economy serves as a potent catalyst for fostering economic growth, development progress, and poverty alleviation, particularly within the context of developing countries. Notably, certain Asian developing countries—such as Korea and Singapore, which were economically disadvantaged until the 1970s—have achieved remarkable success by actively engaging in international trade, thereby attracting significant foreign direct investments. In contrast, the Philippines confronts persistent structural obstacles that impede its substantial participation in global trade.

Addressing these barriers that hinder sustained economic advancement requires the formulation of a strategic policy aimed at establishing open trade and investment channels between the Philippine economy and the global market. Enabling our economy to seamlessly integrate with the global economy would facilitate the cultivation of competitive edges in the production of specialized and advanced products, commodities, and services. This approach would engender a surge in job opportunities for unskilled laborers, elevating them to the middle-income bracket and commensurately enhancing the income prospects of the wider population. Nonetheless, the comprehensive development of the national economy necessitates collaborative efforts from both the private and public sectors, with a focus on industrializing and harnessing the nation's skills and productivity to comprehensively fortify its intricate production and economic undertakings.

This proposed measure seeks to devise a multi-year and multi-faceted strategy known as the "Tatak Pinoy Strategy (TPS)", designed to amplify the capabilities of

local enterprises, encompassing micro-, small- and medium-sized business, to offer products and services that can effectively compete on a global scale. This strategy mandates active involvement from both the public and private sectors to spearhead a comprehensive approach towards enhancing the diversification, competence, and long-term viability of local enterprises. It also endeavors to establish a Tatak Pinoy Council tasked with developing the TPS, covering plans and programs revolving around human resources, infrastructure, technology and innovation, investments, as well as public fiscal management and government procurement.

By bolstering and broadening the spectrum of sophisticated Philippine goods and services, the ultimate goal is to cultivate a distinctly world-renowned Filipino brand – one that evokes pride on the global stage.

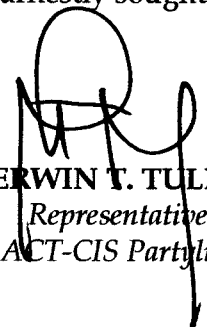
In view of the foregoing, the urgent passing of this bill is earnestly sought.



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

SECTION 1. *Short Title.* – This Act shall be known as the "Tatak Pinoy (Proudly
Filipino) Act".

SEC. 2. *Declaration of Policy.* – It is hereby declared the policy of the State to
encourage, support, and promote the production and offering of Philippine-made
products, goods, and services of increasing diversity, sophistication, and quality by
local enterprises that are globally competitive. Pursuant to Article XII, Section 1 of the
1987 Constitution emphasizing the promotion of "industrialization and full
employment based on sound agricultural development and agrarian reform, through
industries that make full and efficient use of human and natural resources, and which
are competitive in both domestic and foreign markets," the State hereby adopts the
following policies:

(a) In collaboration with the private sector, the State shall endeavor to transform the
Philippine economy to such a degree that local enterprises produce and offer

1 more sophisticated products, goods, and services that are not ubiquitous, widely
2 manufactured, or commonly available across the world;

3
4 (b) The State shall encourage the continuous improvement, expansion, and
5 diversification of the productive capabilities of local enterprises and their
6 linkages with domestic, regional, and global value chains;

7
8 (c) The State shall ensure that its initiatives to support local enterprises are market-
9 driven or are in anticipation of future market demand;

10
11 (d) The State shall identify business sectors, market segments, and product
12 opportunities for local enterprises to target and gain comparative advantage.
13 Towards this end, the State shall employ scientifically rigorous methods
14 including, but not limited to, analysis of the country's product space, and of
15 rankings in economic complexity indices;

16
17 (e) To elicit pride for Philippine-made products, goods, and services, the State shall
18 encourage and promote the skill, ingenuity, creativity, and innovativeness of
19 Filipino workers, craftsmen, laborers, and professionals;

20
21 (f) The State shall support local enterprises through its regular functions, such as,
22 but not limited to, the procurement of products, goods, and services
23 manufactured or offered by local stakeholders. Toward this end, all government
24 agencies and instrumentalities shall formulate metrics on how, within their
25 respective spheres, they can help support Philippine-made products, goods, and
26 services;

27
28 (g) The State recognizes the complementary roles of the public and private sector,
29 including the academe and civil society, in generating high-paying jobs, pursuing
30 economic development, and co-creating solutions to the country's biggest
31 challenges. As such, the State shall actively seek out close partnerships with the

private sector, and endeavor to jointly develop, finance, implement, and continuously improve a nationwide strategy for supporting local enterprises;

(h) The State recognizes the crucial role scientific and technological innovation plays in economic growth and development. As such, the State shall implement plans, programs, and projects that continuously improve the country's education system; ensure better technology transfer among firms, the academe, and government institutions; and encourage the generation and sharing of new scientific and technological knowledge through research and development (R&D); and

(i) In pursuit of inclusive economic growth and development, the State shall ensure that public expenditures to support local enterprises are equitably spread across the country, particularly among fourth, fifth, and sixth class provinces and municipalities, and directed to disadvantaged sectors such as, but not limited to, the urban poor, subsistence farmers and fisherfolk, indigenous communities and micro-, small and medium-sized enterprises (MSMEs).

SEC. 3. *Definition of Terms.* – For the purposes of this Act, the following terms shall be applicable:

(a) *Economic complexity* refers to the economic measurement which is calculated based on the diversity of products, goods, and services a country produces and their ubiquity, or the number of the countries able to produce them (and those countries' complexity);

(b) *Infant industries* refer to industries that are in their early stages, where they experience relative difficulty in competing with established competitors abroad and/or are less productive than global benchmarks or best practices;

1 (c) *Product space* refers to a type of visualization that depicts the connectedness
2 between products based on the similarities of the know-how required to produce
3 them. The product space visualizes the paths that countries can diversify.
4 Products are linked by their proximity to each other, based on the probability of
5 co-export of both of the two products;

6
7 (d) *Sophisticated* refers to the state when a product, good, or service requires a high
8 level of technology, human capital, competencies or know-how, and
9 infrastructure to be produced or offered;

10
11 (e) *Sophistication* refers to the level of technology, human capital, competencies or
12 know-how, and infrastructure required for a product or service to be offered by
13 an economy like that of the Philippines;

14
15 (f) *Structural Transformation* refers to the process in which the composition and
16 distribution of activities within an economy, as measured by such factors as
17 output, employment, and trade, changes and shifts from low-productivity to
18 high-productivity; and

19
20 (g) *Technology Transfer* refers to the process by which one party systematically
21 transfers to another party the knowledge for the manufacture of a product, the
22 application of a process, or rendering of a service, which may involve the transfer,
23 assignment, or licensing of Intellectual Property Rights (IPR).

24
25 **SEC. 4. *Tatak Pinoy Strategy.*** – To achieve the objectives of this Act, a Tatak Pinoy
26 Strategy (TPS) shall be formulated, financed, implemented, monitored, evaluated, and
27 continuously improved upon by the Tatak Pinoy Council, hereinafter referred to as “the
28 Council”, as prescribed by Section 10 of this Act. The TPS shall outline the plan for the
29 country to incrementally and systematically expand and diversify the productive
30 capabilities of local enterprises, and empower them to produce and offer increasingly
31 diverse and sophisticated products, goods, and services, and compete in the global
32 market.

1
2 (a) *Development and Coverage.* – The development of the TPS shall coincide with that
3 of the Philippine Development Plan (PDP) at the beginning of every Presidential
4 administration. The TPS shall cover a period of at least six (6) years and shall
5 provide for mid-term updates every three (3) years.

6
7 (b) *Identification of National Priorities and Strategic Goals.* – As part of the development
8 of the TPS, the country's national priorities and strategic goals shall be identified
9 and consolidated through a consultative process that substantially involves both
10 the public and private sectors.

11
12 (c) *Target Sector/s and/or Economic Activities.* – The TPS shall list sectors and/or
13 economic activities, including but not limited to, creative industries as defined by
14 Republic Act No. 11904, otherwise known as the "Philippine Creative Industries
15 Development Act". The list shall include targets for the short-term (3 years),
16 medium-term (6 to 9 years), and long-term (12 years and beyond).

17
18 **SEC. 5. *Pillars of the Tatak Pinoy Strategy.*** – The TPS shall include plans and
19 programs, and shall be organized according to the following pillars: (1) manpower, (2)
20 infrastructure; (3) technology and innovation; (4) investments; and (5) public fiscal
21 management and government procurement.

22
23 The Council may establish technical clusters and working groups under each pillar
24 to formulate objectives and targets, conduct the necessary stakeholder consultations,
25 and ensure proper implementation of the TPS. Under each pillar, the TPS shall identify
26 relevant public-private initiatives and the government support or assistance to be
27 provided per targeted sector or economic activity. Each cluster shall be headed by a
28 government agency, as determined by the Council, and include relevant private sector
29 representatives.

1 (a) *Manpower* – The Department of Labor and Employment (DOLE), in
2 coordination with the Council, the Department of Education (DepEd), the
3 Commission on Higher Education (CHED), and the Technical Education and
4 Skills Development Authority (TESDA), shall develop a National Upskilling
5 and Manpower Competitiveness Agenda; *Provided*, That said Agenda shall be a
6 roadmap for ensuring that there is adequate and skilled manpower to realize
7 the national priorities and strategic goals and support the target sectors and
8 economic activities identified in the TPS; *Provided, further*, That the Agenda shall
9 include different modalities for training, skills development, upskilling,
10 reskilling, and lifelong learning to be implemented by both public and private
11 stakeholders;

12
13 (b) *Infrastructure* – The Department of Public Works and Highways (DPWH), in
14 coordination with the Council and other relevant government instrumentalities
15 such as, but not limited to, the Department of Budget and Management (DBM),
16 the Department of Finance (DOF), the Department of Information and
17 Communications Technology (DICT), the Department of Transportation
18 (DOTr), the Department of Trade and Industry (DTI), the Department of Energy
19 (DOE), the Department of Agriculture (DA), the Department of Health (DOH),
20 the Department of Tourism (DOT), the DepEd, and the Department of National
21 Defense (DND), shall lead in the formulation of a National Infrastructure
22 Development Strategy (NIDS): *Provided*, That the NIDS shall provide the basis
23 for coordinating, integrating, and accelerating infrastructure development
24 across the country to fulfill the national priorities and strategic goals and
25 support the target sectors and economic activities identified in the TPS;

26
27 (c) *Technology and Innovation* – The Department of Science and Technology (DOST)
28 and its attached agencies, in coordination with the Council and other relevant
29 government instrumentalities such as but not limited to the National Innovation
30 Council (NIC), the DND, the Armed Forces of the Philippines (AFP), the
31 Philippine Space Agency (PhilSA), the CHED, state universities and colleges

(SUCs), and private universities with reputable track record in scientific and technological research, shall ensure that the TPS is harmonized with the National Innovation Agenda and Strategy Document (NIASD), in accordance with Republic Act No. 11293, otherwise known as the “Philippine Innovation Act”;

(d) *Investments* - The DTI, in coordination with the Council and Investment Promotion Agencies, shall formulate a Tatak Pinoy Strategic Investment Priority Plan, which shall at the minimum identify sectors and/or activities and set investment targets that will enable Philippine industries to transition to the production of diversified and sophisticated goods and services, whether for domestic or foreign consumption. For this purpose, existing industry roadmaps may be used as reference. The DTI, through the Board of Investments, shall ensure that the identified sectors and/or activities shall be included in the Strategic Investment Priority Plan (SIPP);

(e) *Public Fiscal Management and Government Procedure* - The Development Budget Coordination Committee (DBCC) shall ensure that programs and projects that result in the enhancement of the capabilities of local enterprises to produce and offer increasingly sophisticated products, goods, and services shall be included in the expenditure priorities and the national government fiscal program.

In government procurement activities, preference shall be given to domestically-produced and -manufactured goods, supplies, and materials which meet the specified or desired quality; *Provided*, That in order to claim preference, the DTI shall certify that such goods, supplies, and materials are grown, produced, or manufactured in the Philippines; *Provided, further*, That domestic preference shall be applied in a manner consistent with the Philippines’ obligations under international agreements.

1 **SEC. 6. *Tatak Pinoy Council.*** – The Council shall be led by a tripartite partnership
2 between the Director General of the NEDA, as the Chairperson, and the Secretary of
3 Trade and Industry and the Secretary of Finance, both as Vice-Chairpersons. The
4 Secretaries of Agriculture, Budget and Management, Education, Information and
5 Communications Technology, Labor and Employment, Public Works and Highways,
6 Science and Technology, Tourism, the Director General of the TESDA, the Chairperson
7 of the CHED, and two (2) private sector representatives will also serve as members:
8 *Provided, That the respective heads of agencies may designate their representatives*
9 *whose rank shall not be less than an Undersecretary: Provided, further, That the private*
10 *sector representatives shall be appointed by the President of the Philippines for a term*
11 *of three (3) years, and may be reappointed only once from the nominees submitted by*
12 *reputable business groups, academic institutions, or associations: Provided, finally, That*
13 *the President shall have the power to reconstitute the public sector members of the*
14 *Council in order to fully achieve the objectives of this Act.*

15
16 The Council shall serve as the policy and advisory body to the President and shall,
17 by adopting a whole-of-government approach, formulate policies and programs that
18 will diversify the productive capabilities of local enterprises and increase the country's
19 economic complexity. Towards this end, the Council shall have the following powers
20 and functions:

21
22 (a) Formulate the multi-year TPS, in accordance with Sections 4 and 5 of this Act;

23
24 (b) Ensure timely compliance of agencies with the Planning Call, as described in
25 Section 7 of this Act;

26
27 (c) Coordinate with National Government Agencies (NGAs) and local government
28 units (LGUs) to ensure that their respective development plans, policies, and
29 programs, are harmonized towards promoting the diversification and
30 sophistication of Philippine-made products, goods, and services offered by local
31 enterprises, whether exported or consumed locally;

- 1
2 (d) Ensure that plans under the TPS are fully implemented in accordance with the
3 objectives of this Act;
4
5 (e) Audit existing policies, programs, and projects of government and require the
6 implementing agencies to submit reports on industry performance and provide
7 policy recommendations to address industry gaps and other challenges;
8
9 (f) Monitor, evaluate, and periodically review and assess the TPS and its
10 implementation thereof;
11
12 (g) Recommend policies and processes, including re-engineering of systems and
13 procedures, in order to attain diversification and sophistication of Philippine-
14 made products, goods, and services;
15
16 (h) Propose legislation or amendments to Philippine laws and regulations related to
17 industry development and promotion of the sophistication and diversification of
18 Philippine-made products, goods, and services;
19
20 (i) Provide technical assistance and advisory opinions in the review of proposed
21 national or local legislation, regulations, or procedures; and
22
23 (j) Perform such other functions as may be necessary, or as may be directed by the
24 President of the Philippines, to attain the objectives of this Act.
25

26 **SEC. 7. *Planning Call.*** – The Council shall issue in a timely manner a Planning Call
27 for the TPS to government agencies and relevant private sector stakeholders. Such
28 Planning Call shall include the standards and guidelines for preparing the TPS. The
29 Planning Call shall commence parallel to the formulation of the Philippine
30 Development Plan by the NEDA. NGAs shall submit to the Council their respective
31 plans and programs and report relevant issues and implementation gaps.
32

1 **SEC. 8. *Harmonization of Plans.*** – The Council shall direct the government’s
2 planning cycle to ensure the harmonization and coherence of national, sectoral, and
3 spatial plans and programs by prescribing standards, guidelines, compliance, and
4 accountability mechanisms. The Council shall also review and approve the short-term,
5 medium-term, and long-term development plans submitted by the agencies as
6 stipulated in Section 7 of this Act, in order to recommend appropriate action.

7
8 **SEC. 9. *Automatic Review and Update.*** – The NEDA, in coordination with the
9 Council, shall perform an annual review of the implementation of the TPS as provided
10 under this Act, in accordance with the monitoring and evaluation of policies and
11 guidelines of the agency. To ensure responsiveness to market conditions, the TPS shall
12 be subject to amendment or revision every three (3) years, unless there are supervening
13 events that require an earlier amendment or modification.

14
15 **SEC. 10. *Reportorial Requirement.*** – All departments, agencies, government,
16 instrumentalities, and LGUs mandated to implement the TPS shall submit a quarterly
17 report to the Council. Such reports shall then be collated by the NEDA acting as Tatak
18 Pinoy Council Secretariat, and then submitted to the Office of the President, the Senate
19 President, the Speaker of the House of Representatives, and the Chairpersons of the
20 Senate Committees on Finance and Trade and Industry and House Committees on
21 Appropriations and Trade and Industry.

22
23 **SEC. 11. *Technical and Secretariat Support.*** – The NEDA is hereby designated to
24 provide overall technical and secretariat support for the Tatak Pinoy Council. As the
25 principal secretariat, the NEDA shall have the following duties and responsibilities:

- 26
27 (a) Determine and prepare the agenda of the Council meetings and prepare the
28 minutes of each meeting;

1 (b) Serve as venue for the initial processing and discussion of the work of the Tatak
2 Pinoy Council;

3
4 (c) Receive and prepare communications pertinent to the work of the Council;

5
6 (d) Manage and maintain the official records of the Council;

7
8 (e) Prepare the annual budget of the Council;

9
10 (f) Prepare reports as required by the Council; and

11
12 (g) Perform other duties as may be assigned by the Council.
13

14 At least one (1) representative each from the DTL, DOF, DA, DBM, DepEd, DICT,
15 DOLE, DPWH, DOST, DOT, TESDA, and CHED shall be solely dedicated to serve as
16 liaisons to the Council and provide technical and/or administrative support to the
17 Tatak Pinoy Council Secretariat.
18

19 **SEC. 12. *Information Dissemination and Awareness Campaign.*** – To ensure broad
20 buy-in and acceptance, the Council, in coordination with the Philippine Information
21 Agency (PIA), shall ensure that the goals and objectives of the TPS are communicated
22 through a nationwide information dissemination and awareness campaign. A parallel
23 effort to communicate the TPS in an appropriate and effective manner to the rest of the
24 world shall be undertaken.
25

26 **SEC. 13. *Implementing Rules and Regulations.*** – A committee composed of one (1)
27 representative each from the NEDA, the DOF, the DTL, the DBM, the DA, the DepEd,
28 the DICT, the DOLE, the DPWH, the DOST, the DOT, the TESDA, the CHED, and two
29 (2) private sector representatives shall, within sixty (60) days from the effectivity of this
30 Act, formulate and prescribe, after public hearing/s and publication, as required by
31 law, the implementing rules and regulations including, among others, the criteria and
32 guidelines for evaluation of bid proposals, list of fiscal and non-fiscal incentives and

1 arrangements that the Government may provide for projects, in order to carry out the
2 provisions of this Act in the most expeditious manner.

3
4 This committee shall be headed by the NEDA representative, as the Chairperson,
5 with the DTI and DOF representatives serving as Vice-Chairpersons. The Committee
6 may conduct, formulate, and prescribe after due public hearing/s and publication,
7 amendments to the implementing rules and regulations, consistent with the provisions
8 of this Act.

9
10 The non-promulgation of the rules and regulations provided under this section shall
11 not prevent the immediate implementation of this Act upon effectivity.

12
13 **SEC. 14. Appropriations.** – The funds necessary to carry out the initial
14 implementation of this Act shall be charged against available appropriations of the
15 agencies concerned, subject to existing budgeting, accounting, and auditing laws, rules,
16 and regulations. The appropriations necessary for the continued implementation of this
17 Act in succeeding years shall be prepared in accordance with regular government
18 budget procedures and shall be included in the budgets of the concerned NGAs under
19 the annual General Appropriations Act.

20
21 **SEC. 15. Separability Clause.** – If any provision of this Act or a portion thereof is
22 declared unconstitutional or invalid, the remainder of this Act or any provision not
23 affected thereby shall remain in full force and effect.

24
25 **SEC. 16. Repealing Clause.** – All laws, decrees, orders, rules and regulations, or parts
26 thereof inconsistent with this Act, are hereby repealed, amended, or modified
27 accordingly.

28
29 **SEC. 17. Effectivity.** – This Act shall take effect fifteen (15) days after its publication
30 in the Official Gazette or in at least two (2) newspapers of general circulation.

1

2 *Approved,*