

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**NINETEENTH CONGRESS**  
**Second Regular Session**

House Bill No. 9313



---

**Introduced by Representative PABLO JOHN F. GARCIA**

---

### **EXPLANATORY NOTE**

Design, an aspect of the broader creative industry, is booming in Cebu. According to the Philippine Statistics Authority, Cebu has 1,300 companies involved in the creative sector, which contributes \$550 million dollars to the regional gross domestic product.<sup>1</sup> Cebu is also home to some of world-class designers such as Kenneth Cobonque, Vito Selma, and Liliana Manahan.<sup>2</sup> In recognition of these and of the thousands of skilled Cebuano artists, the United Nations Education, Scientific, and Cultural Organization (UNESCO) designated Cebu City as a creative city of design in October 2019.<sup>3</sup> The impact of this global recognition reverberated to the whole province.

This bill seeks to formally declare the Province of Cebu as the “Design Capital of the Philippines”. This will help expand the design industry and further promote tourism in the province.

In view of the foregoing, the immediate passage of the bill is earnestly sought.

---

<sup>1</sup> Sino Cruz, Irene. *Cebu Design Week highlights design, other creative industries* (Cebu Daily News, 22 August 2019)  
<https://cebudailynews.inquirer.net/253127/cebu-design-week-highlights-design-other-creative-industries>.

<sup>2</sup> Labrador, Chinggay. *6 Pinoy Designers Who Are Making A Mark on the Global Scene* (Real Living, 06 August 2017)  
<https://www.realliving.com.ph/lifestyle/arts-culture/pinoy-designers-who-are-making-a-mark-on-the-international-scene-a53-20170806>.

<sup>3</sup> United Nations Education, Scientific, and Cultural Organization. *UNESCO celebrates World Cities Day designating 66 new Creative Cities* (UNESCO, 31 October 2019)  
<https://en.unesco.org/news/unesco-celebrates-world-cities-day-designating-66-new-creative-cities>.

A stylized, handwritten signature in black ink, appearing to read 'P. Garcia'.

**Rep. PABLO JOHN F. GARCIA**  
3rd District, Province of Cebu

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**NINETEENTH CONGRESS**  
***Second Regular Session***

House Bill No. 9313

---

**Introduced by Representative PABLO JOHN F. GARCIA**

---

**AN ACT DECLARING THE PROVINCE OF CEBU AS THE  
“DESIGN CAPITAL OF THE PHILIPPINES”**

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

\_\_\_\_\_ **Section 1.** The Province of Cebu, being a world-class design hub, is hereby declared the “Design Capital of the Philippines”. As such, its development and promotion shall be prioritized by the Department of Trade and Industry (DTI) and the Department of Tourism (DOT) and their concerned agencies. All efforts pertaining to the promotion of industry and tourism in the Province of Cebu and making its design industry and tourism a major source of livelihood and employment shall be rationalized.

**Section 2.** The DTI, DOT, and the Department of Education (DepEd) shall issue the necessary and appropriate orders and circulars to implement this Act.

**Section 3.** All laws, executive orders, presidential decrees, proclamations and administrative regulations or parts thereof inconsistent herewith are hereby repealed or modified accordingly.

**Section 4.** This Act shall take effect fifteen (15) days after its publication in at least two (2) national newspapers of general circulation.

***Approved,***