HOUSE OF REPRESENTATIVES
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DATE May 20, 2024
TIME 12:30 pm
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Republic of the Philippines
House of Representatives

19th CONGRESS
Second Regular Session

HOUSE BILL NO. 10431

Introduced by Hon. Charisse Anne Hernandez
Lone District of Calamba, Laguna

EXPLANATORY NOTE

The Philippines recognizes the importance of protecting and promoting the authenticity, quality, and unique characteristics of traditional products deeply rooted in our nation's rich cultural heritage. Thus, it is imperative to safeguard the integrity of products originating from specific geographic regions within the Philippines, ensuring that they are produced according to methods and standards that contribute to their distinctiveness and reputation.

PDO stands for Protected Designation of Origin. It is a form of geographical indication used to designate products that possess qualities, reputation, or characteristics that are essentially attributable to their geographical origin and production methods. The purpose of PDO is to protect the authenticity and integrity of traditional products by legally defining and regulating their origin, ensuring that only products produced in the specific geographical area according to specified traditional methods can bear the PDO designation. This protection helps consumers identify and trust the quality and authenticity of these products

while also providing economic benefits to producers in the designated geographical regions.

Establishing a protected designation of origin (PDO) for products in the Philippines serves multiple crucial purposes. Firstly, it ensures the preservation of authenticity, safeguarding products' unique characteristics and reputations tied to specific geographic areas. This protects consumers from counterfeit goods while maintaining the integrity of traditional production methods. Secondly, PDOs contribute to economic development by promoting local industries, particularly in rural areas where these products originate, thus creating jobs and bolstering the overall economy.

Additionally, PDOs aid in preserving the cultural heritage of the Philippines, as many traditional products are deeply intertwined with local traditions and history. By protecting these products, PDOs help maintain cultural identity and pride. Furthermore, PDO certification enhances market competitiveness, allowing Philippine products to command higher prices domestically and internationally, leading to increased export opportunities and revenue. Finally, PDOs play a vital role in tourism promotion by showcasing the unique qualities of Filipino products and their ties to specific regions, attracting visitors interested in experiencing the country's rich culture, traditions, and cuisine.

Overall, establishing PDOs in the Philippines not only protects and promotes traditional products but also contributes significantly to economic development and tourism growth, fostering a sustainable and vibrant economy.

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



CHARISSE ANNE HERNANDEZ
Lone District, Calamba City

Republic of the Philippines
House of Representatives

19th CONGRESS
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HOUSE BILL NO. 10431

Introduced by Hon. Charisse Anne Hernandez
Lone District of Calamba, Laguna

AN ACT ESTABLISHING THE PHILIPPINE PROTECTED DESIGNATION OF ORIGIN AS GEOGRAPHICAL INDICATIONS OF PRODUCTS SAFEGUARDING AUTHENTICITY AND PROMOTING REGIONAL HERITAGE AND APPROPRIATING 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 "Philippine Protected Designation of Origin"

SECTION 2. Declaration of Policy – It is the declared the policy of the Philippines to establish a comprehensive legal framework for the protection and promotion of Protected Designation of Origin (PDO) products, with the aim of preserving cultural heritage, promoting economic development, ensuring consumer protection, and fostering sustainable growth in local communities.

SECTION 3. Objectives – The objectives of this Act are as follows:

1) **Preservation of Authenticity:** Ensuring the authenticity and unique qualities of traditional products by legally defining and protecting their geographical origin and production methods.
2) **Consumer Protection:** Protecting consumers from counterfeit or misleading products by providing clear labeling and certification for PDO-designated goods.
3) **Promotion of Local Economies:** Stimulating economic development in specific regions by promoting local industries, traditional production methods, and cultural heritage.
4) **Market Competitiveness:** Enhancing the competitiveness of PDO-designated products in domestic and international markets, leading to increased sales and export opportunities for producers.
5) **Cultural Heritage Conservation:** Safeguarding cultural heritage by preserving traditional products and production methods that are deeply rooted in local traditions and history.
6) **Tourism Development:** Attracting tourists by promoting PDO-designated products as unique and authentic experiences tied to specific regions, thereby boosting tourism-related revenue and economic growth.
7) **Sustainable Agriculture and Production Practices:** Encouraging sustainable agricultural practices and environmentally friendly production methods that are often associated with PDO-designated products.
8) **Intellectual Property Protection:** Providing legal protection against unauthorized use or imitation of PDO-designated products, thereby safeguarding the intellectual property rights of producers and communities.
9) **Quality Assurance:** Guaranteeing the quality and consistency of PDO-designated products through stringent standards and regulations, thus building trust and confidence among consumers.
10) **Regional Development and Identity:** Fostering regional development and identity by highlighting the unique characteristics and cultural significance of products originating from specific geographical areas.

SECTION 4. Definition of Terms – For the purpose of this Act, the following terms shall be used under the definition provided hereof, to wit:

a) ***Certification Body:*** Identifying the organization or authority responsible for certifying PDO products and ensuring compliance with established standards.

b) ***Geographical Area:*** Specifying the geographic boundaries or parameters within which PDO-designated products must originate.
c) ***Geographical Indication (GI):*** Defining the concept of geographical indication and its relationship to PDO, as GIs may encompass a broader range of products beyond those with strict PDO status.
d) ***Labeling Requirements:*** Outlining the labeling requirements for PDO products to indicate their geographical origin and certification status.
e) ***Protected Designation of Origin (PDO):*** Clearly defining what constitutes a PDO and the criteria products must meet to qualify for PDO status.
f) ***Quality Standards:*** Establishing the quality criteria and standards that PDO products must meet to maintain their designation.
g) ***Traditional Production Methods:*** Describing the traditional techniques, processes, or practices that must be used in the production of PDO-designated products.

SECTION 5. Creation of Office for Philippine Protected Designated Origin – There shall be an Office for the Philippine Protected Designation Office under the National Historical Commission of the Philippines. The PDO office in the Philippines would play a crucial role in protecting, promoting, and regulating products with Protected Designation of Origin (PDO) status.

SECTION 6. Duties and Functions of Office for Philippine Protected Designated Origin – The following are the duties and function of the Office for Philippine Protected Designated Origin. By performing the following functions, the PDO office shall contribute to the sustainable development of local economies, the preservation of cultural heritage, the promotion of consumer welfare, and the enhancement of the competitiveness of Philippine products in domestic and international markets.

1) **PDO Certification:** Administering the certification process for products, and traditional methods seeking PDO status, including verifying their adherence to specified geographical and quality standards.
2) **Regulatory Oversight:** Enforcing regulations related to PDO products, such as ensuring compliance with production methods, quality standards, and labeling requirements.
3) **Registration and Database Managemen:** Maintaining a comprehensive registry of PDO-designated products, producers, and geographical areas,

as well as managing databases for tracking certifications, renewals, and compliance records.

4) **Consumer Protection:** Educating consumers about the significance of PDO products, providing guidance on how to identify authentic PDO goods, and addressing consumer complaints or concerns related to PDO labeling or quality.
5) **Producers Support and Development:** Providing support and guidance to PDO producers, including technical assistance, training programs, and access to resources to help them maintain and improve product quality and compliance.
6) **Market Promotion and Branding:** Promoting PDO products domestically and internationally through marketing campaigns, trade shows, and promotional events to enhance their visibility, demand, and market value.
7) **Intellectual Property Protection:** Protecting the intellectual property rights associated with PDO products, including prosecuting infringements, resolving disputes, and collaborating with relevant authorities on legal and enforcement matters.
8) **Research and Development:** Conducting research on PDO products, production methods, and market trends to inform policy decisions, support innovation, and enhance the competitiveness of PDO industries.
9) **Collaboration and Coordination:** Collaborating with government agencies, industry associations, research institutions, and other stakeholders to coordinate efforts, share information, and leverage resources for the benefit of PDO producers and consumers.
10) **Monitoring and Evaluation:** Monitoring the implementation and impact of PDO regulations, conducting periodic assessments of PDO products and producers, and evaluating the effectiveness of PDO protection measures to inform policy adjustments and improvements.

SECTION 7. Implementing Rules and Regulations. – The National Historical Commission of the Philippines in coordination and in consultation with the Department of Tourism, Intellectual Property Office, Department of Trade and Industries, and local government units, shall formulate, within ninety (90) days upon the effectivity of this Act, the implementing rules and regulations

SECTION 7. Appropriations. - The amount necessary to carry out the provisions of this Act shall be included in the budget of concerned government

agencies in the General Appropriations Act of the year following its enactment into law and thereafter.

SECTION 8. Separability Clause. - If any provision of this Act is held invalid or unconstitutional, other provisions not affected thereby shall continue to be in full force and effect.

SECTION 9. Effectivity Clause. - This Act shall take effect fifteen (15) days following its complete publication in the *Official Gazette* or in at least two (2) newspaper of general circulation.

Approved,