



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



TWENTIETH CONGRESS
First Regular Session

House Bill No. 5274

Introduced by **Representative KATRINA REIKO CHUA - TAI**
1st District, Zamboanga City

EXPLANATORY NOTE

The creative and cultural industries are a vital part of the Philippine economy, reflecting the country's rich history and diverse culture. Zamboanga City and the Zamboanga Peninsula are home to vibrant communities, including Chavacano, Sama-Bangingi, Yakan, Subanen, and Tausug, each renowned for its strong traditions in craftsmanship, performance, and storytelling.

Despite their immense cultural value, traditional crafts and performances stand on the brink of extinction due to insufficient support, limited market access, and persistent economic barriers. Without decisive intervention, artisans and cultural performers will continue to face diminishing opportunities and a lack of sustainable programs for growth.

Recent data indicate that in 2024, the Philippine creative economy expanded by 8.7%, contributing ₱1.94 trillion, which accounts for 7.3% of the country's GDP. Employment in the sector reached 7.51 million, or 15.4% of the labor force. Traditional and symbolic activities comprised the majority of this contribution.

These figures underscore the main argument: targeted support, such as grants, incentives, training, protection of intellectual property, and expanded market access, is essential to unleashing the full economic and cultural potential of the creative industries, especially in Zamboanga.

Supporting this sector raises incomes, preserves culture, benefits underserved areas, and encourages tourism, exports, and regional identity.

This proposed legislation is a bold step toward a transformative framework designed to powerfully sustain and elevate Zamboanga's creative and cultural industries. With robust measures, such as grants, seed funding, tax incentives, microfinancing, creative hubs, training centers, and market access, it will empower artisans and entrepreneurs to become true engines of economic growth.

The bill's central argument is that creativity can drive inclusive growth by serving as both cultural and economic capital. Through job creation, community empowerment,

sustainable tourism, and heritage protection, institutional support for local creative industries will unlock their full potential for development.

This measure's fundamental mission is clear: catalyze inclusive growth by investing in Zamboanga's creative sector, empowering artisans and cultural workers to achieve lasting dignity, opportunity, and the full recognition they deserve as foundational contributors to regional progress.

By enacting this Act, we advance the main argument: strong support for culture and creativity, rooted in both tradition and innovation, is the foundation for Zamboanga's future prosperity.

IN VIEW OF THE FOREGOING, immediate passage of this bill is earnestly sought.



KATRINA REIKO CHUA - TAI



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1 **AN ACT**
2 **INSTITUTIONALIZING THE ZAMBOANGA CREATIVE AND CULTURE**
3 **INDUSTRY DEVELOPMENT PROGRAM, PROVIDING GRANTS, INCENTIVES,**
4 **TECHNICAL SUPPORT, AND MARKET ACCESS FOR LOCAL ARTISANS AND**
5 **CULTURAL PERFORMERS, AND FOR OTHER PURPOSES**

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

8 **SECTION 1. *Short Title.*** - This Act shall be known as the “Zamboanga Creative and
9 Culture Industry Development Act.”

10 **SECTION 2. *Declaration of Policy.*** - It is hereby declared the policy of the State to
11 recognize, preserve, and promote the cultural heritage and creative industries of the
12 Philippines, particularly in historically and culturally rich regions such as Zamboanga City and
13 the Zamboanga Peninsula. In line with Republic Act No. 10066 (National Cultural Heritage
14 Act) and Republic Act No. 11904 (Philippine Creative Industries Development Act), this Act
15 seeks to empower local artisans, cultural performers, and creative entrepreneurs by providing
16 access to technical education, financial incentives, and broader markets, while ensuring the
17 protection of indigenous intellectual property and traditional knowledge systems.

18 **SECTION 3. *Establishment.*** - The Zamboanga Creative and Cultural Industry
19 Development Program (ZCCIDP) is hereby established to be implemented in coordination with
20 national agencies and local government units. The program shall serve as the primary
21 institutional mechanism to support, regulate, and promote the creative and cultural sectors in
22 Zamboanga.

23 The National Commission for Culture and the Arts (NCCA), in coordination with the
24 DTI, TESDA, NCIP, and concerned LGUs, shall serve as lead implementing agencies. Further,
25 a Zamboanga Creative and Cultural Council (ZCCC) shall be established, comprising
26 representatives from the government, private sector, and cultural communities. Furthermore,
27 LGUs shall establish or designate a Local Culture and Arts Office (LCAO) to coordinate local
28 programs and services.

1 The Program shall seek to:

- 2 a. Strengthen the capacities of local artisans, cultural practitioners, and creative
3 entrepreneurs through formal training and skills development in both traditional
4 and modern creative techniques, including business development, branding, and
5 digital literacy;
- 6 b. Facilitate access to finance by providing grants, seed funding, micro-financing,
7 and tax incentives to qualified individuals, cooperatives, and enterprises engaged
8 in creative industries;
- 9 c. Enhance market access by developing physical and digital marketplaces,
10 promoting participation in trade fairs, exhibitions, and establishing linkages with
11 local, national, and international markets;
- 12 d. Establish creative hubs and innovation centers as incubation spaces for talent
13 development, collaboration, production, and exhibition of creative works;
- 14 e. Ensure the protection of intellectual property rights, indigenous designs, and
15 cultural heritage, while promoting ethical sourcing and fair trade practices;
- 16 f. Foster coordination among local government units (LGUs), national government
17 agencies, community organizations, and industry stakeholders to implement and
18 monitor the Program effectively.

19 **SECTION 4. Strategic Direction.** – To enhance competitiveness, the following
20 program components shall be adopted:

- 21 1. Strengthen Capacity Building
 - 22 • Provide training programs for artisans and cultural workers in both traditional
 - 23 and modern techniques.
 - 24 • Include business development, branding, financial literacy, and digital skills in
 - 25 training modules.
 - 26 • Partner with TESDA, CHED, SUCs, and private institutions to develop certified
 - 27 programs in creative and cultural fields.
- 28 2. Improve Access to Finance and Incentives
 - 29 • Establish a Creative Industry Support Fund (CISF) to provide grants, seed
 - 30 funding, and soft loans to creative entrepreneurs.
 - 31 • Offer tax incentives and relief packages for registered creative MSMEs and
 - 32 cooperatives.
 - 33 • Support the formation and registration of creative cooperatives and social
 - 34 enterprises.
- 35 3. Enhance Market Access
 - 36 • Create a Zamboanga Creative Marketplace, an e-commerce platform for cultural
 - 37 products and services.
 - 38 • Facilitate participation in local and international trade fairs, exhibits, and cultural
 - 39 festivals.
 - 40 • Encourage government procurement and patronage of locally-made crafts and
 - 41 services.
- 42 4. Support Cultural Hubs and Clusters
 - 43 • Establish Creative Hubs and Cultural Innovation Centers in strategic areas of
 - 44 Zamboanga and the Peninsula.
 - 45 • Develop cultural clusters or districts as tourism and economic zones.
 - 46 • Provide necessary infrastructure such as workshops, shared equipment, and
 - 47 display galleries.

1 5. Enforce Cultural IP and Ethical Standards

- 2 • Coordinate with the Intellectual Property Office (IPO) and the National
3 Commission on Indigenous Peoples (NCIP) to protect indigenous designs,
4 languages, and traditions.
5 • Promote ethical sourcing, fair compensation, and cultural consent in the
6 commercial use of traditional knowledge.
7 • Implement certification systems or seals of authenticity for local products.

8 **SECTION 5. Appropriations.** – The initial funding for implementing this Act shall be
9 charged against the appropriations of NCCA and other implementing agencies. Subsequent
10 funding shall be included in the annual General Appropriations Act (GAA).

11 **SECTION 6. Implementation and Monitoring.** – Within ninety (90) days from the
12 effectivity of this Act, the NCCA and the Zamboanga City LGU shall formulate the
13 implementing rules and regulations necessary to carry out the provisions of this Act.

14 **SECTION 7. Separability Clause.** – If any of the sections or provisions of this Act is
15 held invalid, all other provisions not affected thereby shall remain valid.

16 **SECTION 8. Repealing Clause.** – All laws, decrees, issuances, rules and regulations
17 inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

18 **SECTION 9. Effectivity Clause.** – This Act shall take effect fifteen (15) days after its
19 complete publication in at least two (2) newspapers of general circulation.

20 *Approved,*