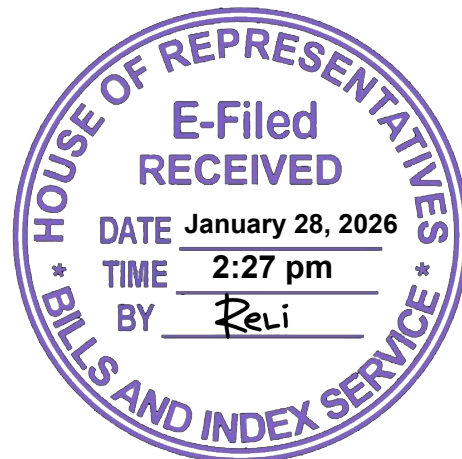


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session



HOUSE BILL NO. 7464

Introduced by Representative **JESUS R. MARQUEZ**

EXPLANATORY NOTE

This bill seeks to establish the Aklan Piña Conservation and Innovation Center in the Municipality of Balete, Province of Aklan, as a means to honor our cultural heritage while fostering its transformation into a dynamic cultural and economic hub.

Known as the Queen of Philippine Fibers, the Red Spanish Pineapple (*Ananas comosus*) is a delicate and luxurious textile woven widely cultivated in the Province of Aklan. Its fine, translucent quality, combined with the painstaking and labor-intensive process involved in its production, has earned a reputation as one of the most exquisite and sought-after fabrics in the world. It is traditionally used in the making of the *barong tagalog* and *Filipiniana*, garments that embody elegance, identity, and the richness of Filipino cultural heritage.

The Provincial Government of Aklan, together with all of its municipalities, shares the victory of having the Aklan piña handloom weaving tradition inscribed in the United Nations Educational, Scientific and Cultural Organization (UNESCO) Representative List of the Intangible Cultural Heritage of Humanity in 2023. This distinction affirms that customary textiles have the power to unite people, communities, and industries.

The Municipality of Balete, as a critical link in the piña production chain, plays a foundational role in sustaining this craft. Traditionally focused on pineapple farming and fiber production, Balete is strategically positioned to serve as the home of the Aklan Piña Conservation and Innovation Center.

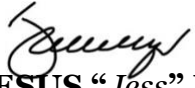
Balete has also produced artisans who have brought Aklan’s piña heritage to the global stage. Among them is Ms. Raquel Eliserio, a proud native of Balete, who has actively participated in both national and international exhibitions, including the Hibla ng Lahing Filipino Travel Exhibition of the National Museum and the Asian Textile Symposium, where she was introduced by the HABI Council to fellow weavers across Asia.

In partnership of the national government under the DOST- Philippine Textile Research Institute (PTRI) and National Commission of Culture and the Arts (NCCA), and our local government especially the Balete Tourism Office, by institutionalizing the establishment of the Aklan Piña Conservation and Innovation Center through this proposed measure, we are strengthening the cultural and economic preservation of the

Red Spanish Pineapple and enrichment of the piña handloom weaving in the Province of Aklan to elevate awareness of its economic and cultural contributions in our country.

With the enactment of this bill, close coordination between national and local governments shall be ensured to provide training programs and workshops, enhance raw material production, supply appropriate equipment and materials, advance product development and promotion initiatives, and establish a systematic and sustainable marketing framework. These coordinated efforts are intended to generate long-term benefits for farmers, weavers, and regional textile producers.

Ultimately, the Aklan Piña Conservation and Innovation Center Act shall create learning opportunities while supporting inclusive and sustainable initiatives that empower farmers, uplift weavers, and secure the continued vitality of Aklan's piña heritage for generations to come.


HON. JESUS “Jess” R. MARQUEZ

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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 7464

Introduced by Representative **JESUS R. MARQUEZ**

AN ACT
ESTABLISHING THE AKLAN PIÑA CONSERVATION AND INNOVATION
CENTER IN THE MUNICIPALITY OF BALETE, AKLAN, DEFINING ITS
PURPOSES, PROVIDING FOR ITS ORGANIZATION, MANAGEMENT,
PROGRAMS, AND APPROPRIATING FUNDS THEREFOR

1 **Section 1. Short Title.** — This Act shall be known as the “*Aklan Piña*
2 *Conservation and Innovation Act.*”

3
4 **SEC 2. Declaration of Policy.** — It is hereby declared the policy of the State to
5 conserve, promote, and popularize the nation's historical and cultural heritage and
6 resources, as well as artistic creations. Towards this end, measures that ensure the
7 achievement of this stated policy shall be pursued.

8
9 **SEC 3. Creation of the Aklan Piña Conservation and Innovation**
10 **Center (the "Center").** - There is hereby created the Aklan Piña Conservation and
11 Innovation Center, an institutional mechanism for the safeguarding, promotion,
12 research, innovation, and transmission of Aklan piña weaving, and for strengthening its
13 role as a cultural heritage and inclusive creative industry.

14
15 The Center shall be administratively based in the Municipality of Balete, Province
16 of Aklan, which shall be designated as its official and permanent site.

17
18 It shall operate under the oversight of the National Commission for Culture and
19 the Arts (NCCA), in close coordination with relevant stakeholders, including the
20 Provincial Government of Aklan, the Municipal Government of Balete, academic
21 institutions, and weaving communities. It shall utilize and strengthen existing facilities,
22 resources, and networks provided by the local governments, regional line agencies,
23 academic institutions or weaving communities. It may establish satellite offices, field
24 stations or partner facilities in other municipalities of Aklan, as may be necessary to

effectively carry out its functions, in coordination with concerned local and national government agencies.

SEC 4. Functions. - The Center shall perform the following functions:

a. Undertake cultural mapping, oral history collection, and digital archiving of Aklan piña weaving traditions in partnership with the NCCA and local government;

b. Support farmers in cultivating the Red Spanish pineapple for piña fiber production, in collaboration with the Department of Agriculture (DA), including the distribution of planting materials, tools, and training in sustainable agriculture;

c. Develop programs to ensure the transmission of weaving knowledge, including Schools of Living Traditions and mentorship initiatives, and coordinate with the Department of Education (DepEd), Commission on Higher Education (CHED), and Technical Education and Skills Development Authority (TESDA), to integrate piña weaving and textile heritage into appropriate educational programs, modules, and research initiatives;

d. Collaborate with the Department of Science and Technology (DOST), as well as with universities and design institutions, to advance research on textile fibers and piña weaving technologies, promote sustainable technologies, support product standardization, market development, and expand piña product applications;

e. Work with the Department of Trade and Industry (DTI) to strengthen the market positioning, branding, competitiveness, and value chain integration of piña textiles, including support for product development and participation in local and international trade platforms;

f. Partner with the Department of Tourism (DOT) and Local Government Units (LGUs) to integrate piña weaving into cultural tourism programs, festivals, and heritage routes;

g. Coordinate with the Intellectual Property Office of the Philippines (IPOPHL) to assist weavers and cooperatives in securing appropriate intellectual property protection, including designs, trademarks, and potential geographical indications, with due regard to the rights of communities and culture-bearers; and

h. Perform other functions necessary for the achievement of the intent and purposes of this Act.

SEC 5. Governance and Administration. – The Center shall be governed by a Management Council, hereinafter referred to as the “Council,” composed of:

a) National Commission for Culture and the Arts (NCCA) – Chairperson;

b) National Museum of the Philippines;

c) Provincial Government of Aklan;

d) Municipal Government of Balete;

- 1 e) Department of Trade and Industry (DTI);
2 f) Department of Agriculture (DA);
3 g) Department of Science and Technology — Philippine Textile Research Institute
4 (PTRI);
5 h) Department of Tourism (DOT);
6 i) Department of Education (DepEd);
7 j) Commission on Higher Education (CHED);
8 k) Technical Education and Skills Development Authority (TESDA);
9 l) Academe and research institutions, as designated; and
10 m) Representatives of recognized piña weavers' associations or cooperatives, who
11 shall constitute at least two (2) seats in the Council.
12

13 The Council shall formulate the policies, programs, and priorities of the Center,
14 ensuring inter-agency coordination, community participation, and cultural sensitivity.
15

16 **SEC 6. Appropriations.** – The amount necessary for the establishment of the
17 Center under this Act shall be charged against the current year's budget of the NCCA.
18 Thereafter, such amount as may be necessary for the continued implementation of this
19 Act shall be included in the annual General Appropriations Act.
20

21 **SEC 7. Implementing Rules and Regulations.** - Within sixty (60) days from
22 the effectivity of this Act, the NCCA, in coordination with all the concerned agencies of
23 the government, shall promulgate the necessary rules and regulations for the effective
24 implementation of this Act.
25

26 **SEC 8. Separability Clause.** - Should any provision herein be declared invalid
27 or unconstitutional, other provisions not affected thereby shall continue to be in full force
28 and effect.
29

30 **SEC 9. Repealing Clause.** -All laws, executive orders, presidential decrees,
31 rules and regulation or parts thereof inconsistent with any provisions of this Act are
32 hereby repealed, amended, or modified accordingly.
33

34 **SEC 10. Effectivity.** -This Act shall take effect fifteen (15) days after its
35 publication in the official Gazette or in a newspaper of general circulation.
36

Approved,