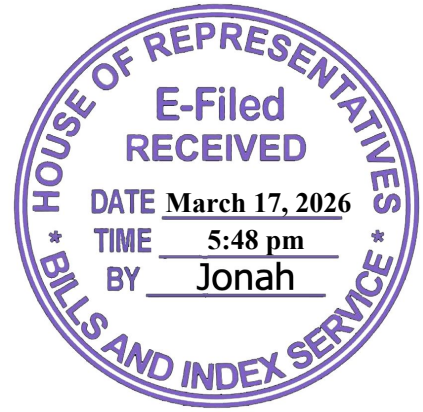


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session

House Bill No. 8635



Introduced by Representative ERIC G. YAP

EXPLANATORY NOTE

This bill seeks to establish a National Creative Industries Investment Program that will serve as a strategic framework for advancing the growth of the Philippine creative industries through targeted public investments, enabling infrastructure, and strengthened public-private collaboration.

In the Philippines, sectors such as film, music, design, publishing, digital content, performing arts, cultural heritage, and other creative fields contribute significantly to value creation and job generation, particularly for youth, freelancers, and micro, small, and medium enterprises. However, despite their potential, creative workers and enterprises continue to face fragmented support systems, limited access to financing, inadequate infrastructure, and uneven coordination among national and local government agencies.

This bill addresses these gaps by institutionalizing a National Creative Industries Investment Committee (NCIIC) tasked with formulating and approving a National Creative Industries Investment Program. The Program shall define clear targets for public spending, private investment, output, value-added, and employment across creative sectors, while identifying priority infrastructure projects, fiscal and non-fiscal incentives. By integrating the Program into the National Expenditure Program, the Philippine Development Plan, and the Strategic Investment Priorities Plan, the bill ensures that creative industries are systematically embedded in national economic planning.

This bill affirms the State's policy to protect and promote the country's artistic and cultural wealth by building the necessary systems, structures, and investments that will allow the Philippine creative industries to thrive and contribute meaningfully to national development.

In view of the foregoing, the immediate approval of this measure is earnestly sought.


HON. ERIC G. YAP

Republic of the Philippines
HOUSE OF REPRESENTATIVES
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TWENTIETH CONGRESS
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House Bill No. **8635**

Introduced by Representative ERIC G. YAP

AN ACT
CREATING THE NATIONAL CREATIVE INDUSTRIES INVESTMENT
PROGRAM, AND FOR OTHER PURPOSES

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

Section 1. *Short title.* – This Act shall also be referred to as the “*Build, Build, Build for Creative Industries Act.*”

SEC. 2. *Declaration of Policy.* – It is hereby declared the policy of the state to foster the preservation, enrichment, and dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression. It is also the policy of the State that all the country’s artistic and historic wealth constitutes the cultural treasure of the nation and shall be under the protection of the State which may regulate its disposition.

Towards these ends, the State shall endeavor to develop the support systems, structures, and mechanisms necessary to advance creative industries, which continue to generate the country’s artistic and cultural wealth.

SEC. 3. *National Creative Industries Investment Program.* – There is hereby established a National Creative Industries Investment Committee, hereinafter referred to as the NCIIC, chaired by the Secretary of Trade and Industry, and co-chaired by the Secretary of Finance as head of the Fiscal Incentives Review Board, with the Socioeconomic Planning Secretary, the Secretary of Budget and Management, the Secretary of Tourism, the Secretary of Education, and the Chair of the National Commission for Culture and the Arts as members.

The Committee shall be responsible for creating and approving the National Creative Industries Investment Program, which shall reflect the following:

- a. Target public spending levels for the creative industries in general, and for specific sectors or segments of the creative industries;

b. Target levels of output, value-added, employment, and other key indicators of the creative industries;

c. Target levels of private investment in the creatives industry, and measures such as favorable credit policies and regulatory forbearance to encourage such investments;

d. Proposed infrastructure programs to support the creative industries;

e. Proposed policies on fiscal and non-fiscal incentives for the creative industries;

f. Proposed programs or activities to promote Philippine creative industries and outputs to the domestic and global markets; and

g. Other plans, activities, programs, and proposals for the development of the creatives sector in the country.

The Plan shall be considered in the formulation of the National Expenditure Program, the Philippine Development Plan, and the Strategic Investment Priorities Plan of the national government.

The NCIIC shall meet at least twice a year, but may meet as often as its Chair may deem necessary to dispense its functions.

The NCIIC may delegate its technical functions to the NCIIC Technical Committee, which shall be composed of the following:

a. Executive Director of the National Commission for Culture and the Arts – as Chairperson;

b. Undersecretary of Trade and Industry;

c. Undersecretary of Finance;

d. Undersecretary of the National Economic and Development Authority;

e. Undersecretary of Budget and Management;

f. Undersecretary of Education;

g. Undersecretary of Tourism;

h. Deputy Governor of the Bangko Sentral ng Pilipinas;

i. Chair of the Komisyon sa Wikang Filipino;

j. Chair, National Historical Commission of the Philippines;

- k. Director of the National Museum;
- l. Director of the National Library of the Philippines; and
- m. Executive Director of the National Archives of the Philippines, as members.

SEC. 4. *Local public investments in the creative industries.* — The Department of Trade and Industry and the Department of Tourism, under their respective Secretaries, and the National Commission on Culture and the Arts, under its Chair, shall establish offices in their respective agencies dedicated to assisting Local Government Units create their local public investment plans and proposals for the creative industries. The funds necessary for the personnel and outlays of these offices shall be sourced from the appropriations of their respective agencies for the current year, and shall thereafter be proposed in the National Expenditure Plan.

Local public investment plans may also include proposals to the concerned Regional Development Councils.

Local public investment plans may also be inter-locality, with programs and projects to be implemented by multiple local governments. The NCIIC shall promote tourism alliances, coordinated programs and projects, and joint ventures among local government units.

SEC. 5. *Creative Industries Infrastructure Audit.* — The National Commission for Culture and the Arts shall identify existing government facilities and infrastructure that are essential or highly significant to the creative industries. Local Government Units, and other government agencies and instrumentalities may also submit additions to the listing, for the consideration of the Commission.

The Department of Public Works and Highways shall conduct an assessment of the stability, usability, and other structural characteristics and conditions of each item in the listing; after which recommendations will be made about the actions that should be taken to maintain, remodel, or replace such facilities.

The recommendations shall be submitted to the NCIIC, which may endorse such recommendations for inclusion in the National Expenditure Plan.

SEC. 6. *Implementing Rules and Regulations.* — The rules and regulations necessary for the implementation of this Act shall be issued by the Department of Trade and Industry, in coordination with the member-agencies of the NCIIC, within ninety (90) days from the effectivity of this Act.

SEC. 7. *Separability Clause.* — If any portion or provision of this Act is declared invalid or unconstitutional, other provisions hereof shall remain in full force and effect.

SEC. 8. *Repealing Clause.* – All laws, presidential decrees, executive orders, rules and regulations which are inconsistent with the provisions of this Act are hereby repealed or amended accordingly.

SEC. 9. *Effectivity.* – This Act shall take effect fifteen days (15) after its publication in the Official Gazette or in a national newspaper of general circulation.

Approved,