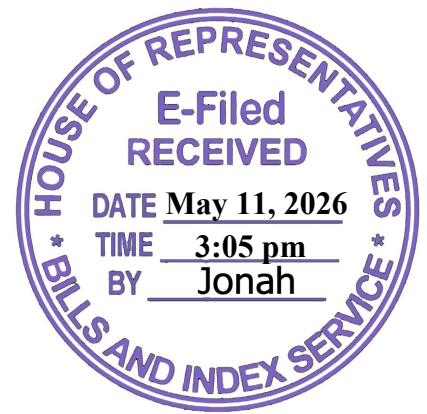


Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City, Metro Manila

**TWENTIETH CONGRESS**  
First Regular Session

**HOUSE BILL NO. 9182**



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Introduced by **REP. JAVIER MIGUEL L. BENITEZ**

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### **EXPLANATORY NOTE**

The Philippine creative industries have emerged as a significant driver of economic growth, cultural development, and innovation. Recognizing its strategic importance, the State enacted Republic Act No. 11904 to establish a comprehensive framework for the promotion and development of the country's creative sectors through the creation of the Philippine Creative Industries Development Council (PCIDC).

As the creative economy continues to evolve, there is a growing need to ensure that the composition of the Council remains responsive, representative, and aligned with the realities of the industry. While the existing law already provides representation from several creative domains, certain sectors and institutional stakeholders that play critical roles in the development, promotion, and global competitiveness of Philippine creative industries remain underrepresented.

This proposed measure seeks to strengthen the Philippine Creative Industries Development Council by expanding its composition to include the Department of Foreign Affairs (DFA) and the Technical Education and Skills Development Authority (TESDA) as ex officio members, as well as a dedicated private sector representative from the music industry. These additions recognize the increasingly global and skills-driven nature of the creative economy.

The inclusion of the DFA acknowledges the growing importance of cultural diplomacy, international market access, and global promotion of Filipino creative content and talent. As Philippine creative works increasingly reach international audiences, stronger coordination with the country's foreign service institutions becomes essential in supporting exports, international collaborations, and cultural exchange initiatives.

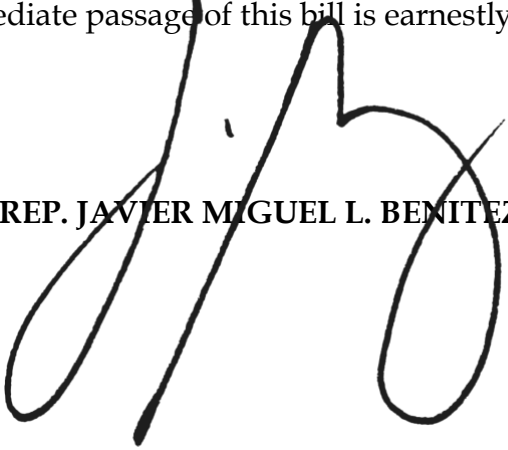
Likewise, the inclusion of TESDA strengthens the linkage between creative industries and technical-vocational education, particularly as demand grows for specialized creative and digital skills across sectors such as design, animation,

audiovisual production, live events, and digital media. Expanding skills development pathways is crucial to ensuring that the country's creative workforce remains competitive and responsive to industry needs.

The addition of a dedicated music industry representative also addresses a significant gap in sectoral representation. The music industry is a major component of the Philippine creative economy, contributing not only to cultural expression but also to employment, tourism, live entertainment, and digital content generation. Ensuring its direct representation in the Council enables more responsive and inclusive policymaking.

By broadening representation within the PCIDC, this measure promotes more comprehensive coordination among government agencies and industry stakeholders, resulting in policies that are more reflective of the diverse and evolving needs of the Philippine creative sector. It strengthens the institutional capacity of the Council to fulfill its mandate under Republic Act No. 11904 and reinforces the State's commitment to the sustainable growth and global competitiveness of Filipino creativity.

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

  
REP. JAVIER MIGUEL L. BENITEZ

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

**TWENTIETH CONGRESS**  
First Regular Session

**House Bill No. 9182**

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Introduced by **REP. JAVIER MIGUEL L. BENITEZ**

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**AN ACT EXPANDING THE COMPOSITION OF THE PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT COUNCIL, AMENDING FOR THE PURPOSE SECTION 4 OF REPUBLIC ACT NO. 11904, OTHERWISE KNOWN AS THE “PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT ACT”**

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

**SECTION 1.** Section 4 of Republic Act No. 11904 is hereby amended to read as follows:

**“Section 4.** *Creation of the Philippine Creative Industries Development Council.*

– The Philippine Creative Industries Development Council, herein referred to as the Council, is hereby created to spearhead the development and promotion of the creative industries of the Philippines.

The Council shall be composed of ~~nineteen (19)~~ **TWENTY-TWO (22)** members: ~~ten (10)~~ **TWELVE (12)** ex officio members and ~~nine (9)~~ **TEN (10)** regular members from the private sector.

(a) The ~~ten (10)~~ **TWELVE (12)** members who shall be ex officio members of the Council are:

- (1) The Secretary of the Department of Trade and Industry (DTI), as Chairperson;
- (2) The Secretary of the Department of Education (DepEd);
- (3) The Secretary of the Department of Science and Technology (DOST);
- (4) The Secretary of the National Economic and Development Authority (NEDA);
- (5) The Secretary of the Department of Tourism (DOT);
- (6) The Secretary of the Department of Information and Communications Technology (DICT);
- (7) The Secretary of the Department of the Interior and Local Government (DILG);
- (8) The Chairperson of the Commission on Higher Education (CHED);

- (9) The Chairman of the National Commission for Culture and the Arts (NCCA); ~~and~~
- (10) The Director General of the Intellectual Property Office of the Philippines (IPOPHL);
- (11) **THE SECRETARY OF THE DEPARTMENT OF FOREIGN AFFAIRS (DFA); AND**
- (12) **THE DIRECTOR GENERAL OF THE TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY (TESDA).**

The ex officio members of the Council may designate their respective next-in-rank officials as permanent alternates whose acts are considered as the acts of their principals.

(b) The ~~nine~~ ~~(9)~~ **TEN (10)** regular members of the Council are the following:

- (1) Private sector representative of the Audiovisual Media Domain;
- (2) Private sector representative of the Digital Interactive Media Domain;
- (3) Private sector representative of the Creative Services Domain;
- (4) Private sector representative of the Design Domain;
- (5) Private sector representative of the Publishing and Printed Media Domain;
- (6) Private sector representative of the Performing Arts Domain;
- (7) Private sector representative of the Visual Arts Domain;
- (8) Private sector representative of the Traditional Cultural Expressions Domain; ~~and~~
- (9) Private sector representative of the Cultural Sites Domain; **AND**
- (10) **PRIVATE SECTOR REPRESENTATIVE OF THE MUSIC INDUSTRY."**

**SEC. 2. *Implementing Rules and Regulations.*** - Within sixty (60) days from the effectivity of this Act, the DTI Secretary shall, in consultation with other concerned government agencies, the industry representatives and nongovernment organizations, shall amend or supplement the implementing rules and regulations of Republic Act No. 11904 to carry out the provisions of this Act.

**SEC. 3. *Separability Clause.*** - If any provision of this Act is declared unconstitutional or invalid, the remaining provisions not affected thereby shall remain in full force and effect.

**SEC. 4. *Repealing Clause.*** - All laws, decrees, executive orders, rules and regulations, and other issuances or parts thereof inconsistent with this Act are hereby repealed, amended, or modified accordingly.

**SEC. 5. *Effectivity.*** - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

*Approved,*