



Republic of the Philippines  
**House of Representatives**  
Quezon City, Metro Manila

Twentieth Congress  
Second Regular Session



HOUSE BILL NO. **11093**

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Introduced by **REPRESENTATIVE KATRINA REIKO CHUA - TAI**

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**EXPLANATORY NOTE**

The Philippines is a nation abundant in products, traditions, skills, resources, and cultural identities. From local delicacies and agricultural products to handicrafts, creative goods, and community-based enterprises, Philippine produce and products reflect our people's ingenuity, resilience, and heritage. These products represent not only the economic potential of our communities but also the stories, traditions, and identities that make each locality distinct.

Republic Act No. 11960, otherwise known as the "OTOP Philippines Act," institutionalized the One Town, One Product Philippines Program as a national program to strengthen local companies and promote products that reflect the unique resources, culture, skills, and identity of Philippine communities. The legislation acknowledges the importance of providing enterprises with appropriate support, including product development, promotion, and market access. This proposed measure seeks to complement and strengthen Republic Act No. 11960, without amending or replacing it, by providing additional, practical market-access opportunities for One Town, One Product Philippines enterprises.

For many Filipino entrepreneurs, particularly those operating on a small scale, gaining access to eco-friendly markets remains one of the greatest challenges to enterprise growth. Product development and enterprise assistance must therefore be matched with real opportunities to reach consumers. It is not enough for Filipino entrepreneurs to produce quality products; they must also be given accessible and well-planned venues where their products can be seen, appreciated, and purchased.

Transportation terminals, ports, airports, railway stations, and intermodal transport facilities provide a natural and key solution to this challenge. Every day, these facilities bring together thousands of passengers, tourists, workers, families, and visitors. They are not simply places where people arrive and depart. They are places where people wait, eat, shop, meet, and

prepare for their journeys. These spaces therefore present an important opportunity to connect Filipino producers directly with Filipino consumers and visitors.

The proposed establishment of One Town, One Product Philippines Centers in any readily available and suitable space, including vacant, underutilized, shared, temporary, or other appropriate spaces, will allow the Government to maximize existing infrastructure without unnecessarily requiring the construction of new buildings. By bringing Philippine-made products closer to travelers, the measure intends to create convenient and sustainable points of sale where consumers can discover and purchase products that represent the communities they visit.

This measure is likewise intended to complement the National Government's Build Better More Program. The country's continuing investment in roads, railways, airports, ports, and other infrastructure is intended to improve connectivity, mobility, productivity, and economic activity. Such investments should also create opportunities for Filipino entrepreneurs and local communities. By integrating One Town, One Product Philippines Centers into existing and newly developed transportation infrastructure whenever feasible, transportation facilities can become complementary economic infrastructure that generates benefits beyond the movement of people and goods.

A transportation terminal can become a marketplace for local entrepreneurs. An airport can become a showcase of Philippine-made products. A seaport can become a gateway for regional enterprises. A railway station can become a convenient destination for authentic *pasalubong*. An intermodal transport facility can become a marketplace connecting products from different communities. In this manner, infrastructure development can support local enterprise development, tourism, employment, livelihood, and economic growth.

Fundamental to this measure is the uniquely Filipino tradition of *pasalubong*. Filipinos have a deep and enduring love for *pasalubong*. It is more than a souvenir or a gift; it is an expression of affection, gratitude, remembrance, and connection. When Filipinos travel, they often think of what they can bring home for their families, friends, and loved ones. A box of local delicacies, a handcrafted item, a regional specialty, an agricultural product, or another Philippine-made good can carry the memory and identity of the place visited.

The simple question, "Ano ang iuuwi ko para sa pamilya?" amounts to a significant economic opportunity. Every *pasalubong* purchased from a Filipino entrepreneur can support the livelihoods of farmers, fisherfolk, artisans, processors, workers, suppliers, transporters, and other members of the local value chain. A single purchase may therefore create advantages far beyond the buyer and seller. The Filipino tradition of giving *pasalubong* can become a powerful, sustainable source of market demand for Philippine-made products.

Yet travelers are not always provided convenient access to authentic local products. A passenger may arrive in a province without knowing where to purchase its specialties. A traveler may leave a municipality without an opportunity to bring home a product that represents the community. A tourist may depart for another destination without discovering the products and stories that make the Philippines unique. One Town, One Product Philippines Centers seek to close

this gap by bringing products directly to places where travelers naturally converge, making Philippine-made goods more visible, accessible, and convenient to purchase.

The measure further recognizes that achieving this initiative requires strong inter-agency collaboration. The Department of Trade and Industry shall serve as the lead agency, while the Department of Agriculture, Department of Environment and Natural Resources, Department of Public Works and Highways, Department of the Interior and Local Government, Department of Tourism, Department of Transportation, Land Transportation Franchising and Regulatory Board, Civil Aviation Authority of the Philippines, Philippine Ports Authority, and local government units shall work together according to their respective mandates.

The Department of Agriculture can connect the program with agricultural, fishery, processed food, and agri-based enterprises. The Department of Environment and Natural Resources can endorse sustainable and environment-friendly products consistent with environmental laws. The Department of Public Works and Highways can help identify appropriate opportunities within applicable infrastructure projects. The Department of the Interior and Local Government can strengthen cooperation with local government units and local economic development programs. The Department of Tourism can connect One Town, One Product Philippines products with tourism, destination marketing, cultural promotion, and the growing demand for authentic Philippine pasalubong. The Department of Transportation can help integrate the program into the national transportation system, while the Land Transportation Franchising and Regulatory Board can assist in liaising with public land transportation terminals and operators. The Civil Aviation Authority of the Philippines can facilitate appropriate spaces in airports under its jurisdiction, subject to aviation security and functional requirements, while the Philippine Ports Authority can facilitate comparable initiatives in ports under its jurisdiction. Local government units will be indispensable partners in identifying local companies, facilitating spaces, promoting local products, integrating the Centers into local tourism and economic development plans, and guaranteeing their sustainability.

Through this integrated approach, government assistance can be better coordinated and more responsive. One Town, One Product Philippines enterprises can benefit not only from physical spaces where their products can be sold, but also from product development, packaging, branding, quality improvement, digitalization, tourism linkages, financing facilitation, skills development, business mentoring, and market growth. The objective is to ensure that establishing a Center translates into actual and measurable economic opportunities for Filipino entrepreneurs and their communities.

The measure likewise establishes an One Town, One Product Philippines–Tourism Local Government Incentive and Recognition Program to encourage local governments to view transportation infrastructure not simply as a public service facility, but also as an opportunity for local economic development. A local government unit that establishes and sustains a One Town, One Product Philippines Center shows its dedication to local entrepreneurship, tourism, employment, livelihood, and community development. Recognition and incentives may therefore be based on quantifiable impacts, including the number of enterprises assisted, sales generated,

jobs and livelihoods supported, tourism linkages, market growth, consumer reach, and the Center's sustainability.

The measure does not require constructing costly new facilities. Instead, it promotes the productive use of readily available and suitable spaces within existing and newly developed transportation infrastructure. This makes the program practical, scalable, and implementable according to the circumstances of different airports, ports, railway stations, transportation terminals, and intermodal transport facilities. It likewise allows government agencies and local governments to pursue the program within existing mandates, resources, facilities, and applicable laws.

Most importantly, the proposed measure does not create a competing framework to Republic Act No. 11960. It expressly recognizes Republic Act No. 11960, otherwise known as the “OTOP Philippines Act,” as the existing legal framework for the One Town, One Product Philippines Program and establishes this measure as a complementary and backing mechanism focused particularly on market access, strategic locations, tourism linkages, and the direct connection between Filipino products and consumers. The proposed measure therefore seeks to build upon what the One Town, One Product Philippines Program has already established and bring its benefits closer to the traveling public.

Ultimately, this bill seeks to create a nationwide network of accessible market opportunities for Filipino enterprises. It envisions transportation hubs not only as entry and exit points for travelers, but as gateways for Philippine products, local businesses, tourism, culture, livelihoods, and economic growth. Every terminal can become a marketplace, every airport a showcase, all ports a gateway for local enterprise, and every trip an opportunity to discover a Filipino product.

Every pasalubong can become more than a gift. It can become a meaningful contribution to the livelihood of a Filipino entrepreneur, the income of a local producer, the preservation of community traditions, and the economic growth of a Filipino community. By complementing Republic Act No. 11960, the “OTOP Philippines Act,” and supporting the economic objectives of the National Government’s Build Better More Program, this measure intends to ensure that infrastructure growth and enterprise development work together toward a common goal: more opportunities for Filipino entrepreneurs, stronger local economies, greater appreciation of Philippine products and culture, and integrative economic growth.

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



**KATRINA REIKO CHUA-TAI**



1           The State recognizes transportation terminals, ports, airports, railway stations, and  
2   intermodal transport facilities as strategic locations where large numbers of Filipinos, tourists, and  
3   other travelers converge. These facilities shall be utilized not only as gateways for people but also  
4   as gateways for Philippine-made products, local enterprises, tourism, culture, employment, and  
5   livelihood opportunities.

6           The State shall facilitate the establishment of One Town, One Product Philippines Centers  
7   in any readily available and suitable space within or near such facilities, whenever feasible, to  
8   bring Filipino products closer to consumers and to promote the Filipino tradition of *pasalubong*.

9           The implementation of this Act shall complement the Build Better More Program of the  
10   National Government by maximizing existing and newly developed transportation infrastructure  
11   as platforms for local enterprise development, tourism promotion, employment generation,  
12   livelihood creation, and inclusive economic growth.

13           **SEC. 3. *Establishment of One Town, One Product Philippines Centers.*** -- Establishment  
14   of One Town, One Product Philippines Centers.

15           (a) Public transportation terminals;

16           (b) Bus terminals and transport interchanges;

17           (c) Airports and airport terminals;

18           (d) Seaports, ferry terminals, and passenger ports;

19           (e) Railway stations and railway facilities;

20           (f) Intermodal and integrated transport facilities; and

21           (g) Other strategic transportation and tourism facilities with significant passenger or visitor  
22   traffic.

1           The establishment of a One Town, One Product Philippines Center shall not require the  
2 construction of a separate building when an existing suitable space can be utilized.

3           The use of such spaces shall be subject to applicable laws, safety and security requirements,  
4 accessibility standards, passenger circulation, operational requirements, and the availability of  
5 funds.

6           SEC. 4. *One Town, One Product Philippines Centers as Complementary Economic*  
7 *Infrastructure.* - One Town, One Product Philippines Centers established under this Act shall  
8 form part of the broader national effort to maximize the economic benefits of public infrastructure.

9           In planning, constructing, rehabilitating, expanding, renovating, or upgrading covered  
10 transportation facilities under the Build Better More Program and other national infrastructure  
11 programs, the concerned implementing agencies shall, whenever feasible, consider the provision  
12 or designation of readily available and suitable spaces for One Town, One Product Philippines  
13 Centers.

14           Such Centers shall serve as complementary economic facilities that transform  
15 transportation infrastructure into platforms for local enterprise development, market access,  
16 product promotion, tourism development, employment and livelihood generation, Philippine  
17 product branding, cultural promotion, and local and regional economic growth.

18           SEC. 5. *Inter-Agency Convergence.* -- The implementation of this Act shall be undertaken  
19 through a whole-of-government and inter-agency convergence approach.

20           The Department of Trade and Industry shall serve as the lead agency and shall coordinate  
21 with the:

22           (a) Department of Agriculture, for agricultural, fishery, processed food, agri-based, and  
23 community-based products;

(b) Department of Environment and Natural Resources, for sustainable, environment-friendly, indigenous, forest-based, and other products consistent with environmental laws;

(c) Department of Public Works and Highways, for coordination in applicable infrastructure projects and identification of suitable spaces in facilities under its jurisdiction;

(d) Department of the Interior and Local Government, for coordination with local government units and integration of One Town, One Product Philippines Centers into local economic development and tourism programs;

(e) Department of Tourism, for tourism promotion, destination marketing, cultural presentation, and integration of One Town, One Product Philippines products into tourism and *pasalubong* programs;

(f) Department of Transportation, for transportation policy coordination and integration of One Town, One Product Philippines Centers into transportation facilities and programs;

(g) Land Transportation Franchising and Regulatory Board, for coordination with public land transportation terminals and operators;

(h) Civil Aviation Authority of the Philippines, for coordination in airports under its jurisdiction and identification of suitable spaces, subject to aviation security and operational requirements;

(i) Philippine Ports Authority, for coordination in ports under its jurisdiction and identification and utilization of suitable spaces;

(j) Local government units, for local enterprise identification, provision or facilitation of spaces, local tourism integration, promotion, and sustainability of One Town, One Product Philippines Centers; and

(k) Other national government agencies, government-owned or controlled corporations, transportation authorities, and public or private institutions whose participation may contribute to the objectives of this Act.

The participating agencies shall harmonize their respective programs, technical expertise, facilities, and available resources to provide coordinated assistance to One Town, One Product Philippines enterprises in product development, market access, tourism, financing facilitation, digitalization, skills development, branding, packaging, quality improvement, and enterprise growth.

**SEC. 6. *Role of the Department of Trade and Industry.*** – The Department of Trade and Industry shall:

(a) Develop national guidelines and standards for One Town, One Product Philippines Centers;

(b) Identify and prioritize strategic locations in coordination with concerned agencies and local government units;

(c) Facilitate the participation of qualified One Town, One Product Philippines enterprises;

(d) Provide or coordinate product development, packaging, branding, quality improvement, digitalization, business mentoring, and market-linkage assistance;

(e) Promote One Town, One Product Philippines products as authentic Philippine-made *pasalubong*;

(f) Establish and maintain a registry of One Town, One Product Philippines Centers and participating enterprises; and

(g) Monitor and evaluate the economic performance of the Centers.

1           **SEC. 7. *Mandatory Integration by Local Government Units.*** – All local government units  
2 shall integrate the objectives and provisions of this Act into their respective local development  
3 plans, local economic development programs, tourism development programs, investment  
4 promotion programs, livelihood programs, and other appropriate programs and projects, consistent  
5 with Republic Act No. 11960 and other applicable laws.

6           Local government units shall, whenever feasible, identify and designate any readily  
7 available and suitable space within or in close proximity to transportation terminals, public  
8 markets, ports, airports, railway stations, intermodal transport facilities, and other strategic public  
9 facilities under their jurisdiction for the establishment of a One Town, One Product Philippines  
10 Center.

11           In the planning, construction, rehabilitation, expansion, renovation, or upgrading of public  
12 transportation terminals and other applicable facilities undertaken or supported by a local  
13 government unit, the local government unit shall consider and, whenever feasible, incorporate a  
14 One Town, One Product Philippines Center or an appropriate space for such purpose as part of the  
15 project design and development plan.

16           Local government units shall identify and assist qualified One Town, One Product  
17 Philippines enterprises within their respective jurisdictions and facilitate their participation in One  
18 Town, One Product Philippines Centers. They shall likewise promote the Centers as part of their  
19 local tourism, investment, trade, livelihood, and economic development initiatives.

20           Local government units shall coordinate with the Department of Trade and Industry,  
21 Department of Tourism, Department of the Interior and Local Government, and other concerned  
22 national government agencies to ensure effective implementation of this Act.

23           Nothing in this Section shall be construed as requiring a local government unit to undertake  
24 a project without an available and appropriate space, lawful authority, or sufficient funding.

1 Implementation shall be consistent with existing laws, local autonomy, public safety, accessibility,  
2 land-use regulations, procurement requirements, and applicable budgeting and accounting rules.

3       SEC. 8. *Functions of One Town, One Product Philippines Center.* -- One Town, One  
4 Product Philippines Centers shall serve as accessible market-access and promotional facilities for  
5 qualified enterprises and may provide retail and product display areas, *pasalubong* and souvenir  
6 spaces, product exhibitions and demonstrations, tourism and cultural information, digital  
7 commerce and cashless payment facilities, product information and storytelling, and other  
8 appropriate enterprise-support and market-access services.

9       Priority shall be given to products originating from the locality or region where the Center  
10 is located, while qualified products from other Philippine communities may also be featured to  
11 promote regional diversity and nationwide market access.

12       SEC. 9. *One Town, One Product Philippines–Tourism Local Government Incentive and*  
13 *Recognition Program.* – The Department of Trade and Industry, in coordination with the  
14 Department of the Interior and Local Government and the Department of Tourism, shall  
15 establish an **One Town, One Product Philippines–Tourism Local Government Incentive**  
16 **and Recognition Program** to recognize and encourage local government units that  
17 effectively integrate and implement this Act.

18       The program shall provide recognition, technical assistance, capacity-building  
19 opportunities, promotional support, market linkages, and other lawful incentives to local  
20 government units that demonstrate exemplary performance in establishing and sustaining One  
21 Town, One Product Philippines Centers and integrating the One Town, One Product Philippines  
22 Program into their local development, tourism, livelihood, investment, and economic programs.

23       The determination of qualified local government units shall consider measurable  
24 indicators, including the number of enterprises assisted, sales generated, employment and

1 livelihood opportunities created or sustained, tourism linkages established, market expansion,  
2 consumer reach, utilization of available spaces, and sustainability of the Center.

3         The Department of Trade and Industry may provide priority access to appropriate national  
4 government programs, technical assistance, training, promotional opportunities, and market-  
5 linkage activities to qualified local government units, subject to existing laws, rules, regulations,  
6 and availability of funds.

7         SEC. 10. ***Private Sector Partnerships.*** – The Department of Trade and Industry and  
8 concerned agencies may establish partnerships with transport operators, airlines, shipping  
9 companies, railway operators, tourism establishments, cooperatives, retailers, electronic  
10 commerce platforms, financial institutions, and other stakeholders for the operation, promotion,  
11 distribution, and market expansion of One Town, One Product Philippines products.

12         Such partnerships shall comply with existing laws, rules, regulations, procurement  
13 requirements, and applicable public-private partnership frameworks.

14         SEC. 11. ***Monitoring and Economic Impact.*** - The Department of Trade and Industry shall  
15 establish a monitoring and evaluation system covering the number of One Town, One Product  
16 Philippines Centers and participating enterprises, sales generated, employment and livelihood  
17 opportunities, market linkages, tourism activity, consumer reach, enterprise growth, and other  
18 relevant economic indicators.

19         The Department of Trade and Industry shall submit an annual report to Congress on the  
20 implementation and economic impact of this Act, including recommendations for improving the  
21 program.

22         SEC. 12. ***Funding.*** – The amount necessary for the implementation of this Act shall be  
23 charged against the current appropriations of the Department of Trade and Industry and other  
24 concerned agencies, subject to existing budgeting, accounting, auditing, and procurement laws.

1           Thereafter, such sums as may be necessary shall be included in the annual General  
2 Appropriations Act.

3           Local government units may allocate funds for One Town, One Product Philippines Centers  
4 subject to existing laws, local budgeting rules, and availability of funds.

5           Nothing in this Act shall be construed as imposing an unfunded mandate upon local  
6 government units.

7           SEC. 13. ***Implementing Rules and Regulations.*** – Within ninety (90) days from the  
8 effectivity of this Act, the Department of Trade and Industry, in consultation with the concerned  
9 national government agencies, transportation authorities, local government units, and other  
10 stakeholders, shall promulgate the rules and regulations necessary for its effective implementation.

11           The implementing rules and regulations shall provide for the identification and utilization  
12 of readily available spaces, qualification of participating enterprises, operating standards, inter-  
13 agency coordination, private-sector participation, monitoring, incentives, and other matters  
14 necessary to carry out this Act.

15           SEC. 14. ***Complementarity with Republic Act No. 11960.*** – This Act shall be implemented  
16 in harmony with Republic Act No. 11960, otherwise known as the “OTOP Philippines Act,”  
17 entitled “An Act Institutionalizing the One Town, One Product (OTOP) Philippines Program,  
18 Appropriating Funds Therefor, and for Other Purposes.”

19           Republic Act No. 11960 shall remain the principal legal framework for the One Town, One  
20 Product Philippines Program. This Act shall serve as a complementary and reinforcing measure to  
21 strengthen the market-access, promotion, tourism, and enterprise-development components of the  
22 Program by establishing strategic points of sale and product promotion in transportation terminals,  
23 ports, airports, railway stations, and intermodal transport facilities.

1           Nothing in this Act shall be construed as amending, repealing, modifying, or diminishing  
2 any provision of Republic Act No. 11960. The programs, facilities, mechanisms, and inter-agency  
3 partnerships established under this Act shall be additional measures intended to strengthen the  
4 implementation and achieve the objectives of Republic Act No. 11960.

5           SEC. 15. ***Separability Clause.*** – If any provision of this Act is declared unconstitutional or  
6 invalid, the other provisions not affected thereby shall remain in full force and effect.

7           SEC. 16. ***Repealing Clause.*** – All laws, decrees, executive orders, rules, regulations, and  
8 other issuances, or parts thereof, inconsistent with the provisions of this Act are hereby repealed,  
9 amended, or modified accordingly.

10          SEC. 17. ***Effectivity.*** – This Act shall take effect fifteen (15) days after its complete  
11 publication in the Official Gazette or in a newspaper of general circulation.

12          ***Approved,***