



HOUSE OF REPRESENTATIVES

H. No. 8525

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**AN ACT MANDATING THE FORMULATION, FINANCING,
IMPLEMENTATION, MONITORING, AND EVALUATION OF A
COMPREHENSIVE AND MULTI-YEAR "TATAK PINOY" (PROUDLY
FILIPINO) STRATEGY, ESTABLISHING A TATAK PINOY COUNCIL,
AND APPROPRIATING FUNDS THEREFOR**

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

1 **SECTION 1. *Short Title.*** – This Act shall be known as the “Tatak Pinoy (Proudly
2 Filipino) Act.”
3

4 **SEC. 2. *Declaration of Policy.*** – It is hereby declared the policy of the State to
5 encourage, support, and promote the production and offering of Philippine-made products,
6 goods, and services of increasing diversity, sophistication, and quality by local enterprises
7 that are globally competitive. Pursuant to Article XII, Section 1 of the Constitution
8 emphasizing the promotion of “industrialization and full employment based on sound
9 agricultural development and agrarian reform, through industries that make full and efficient
10 use of human and natural resources, and which are competitive in both domestic and foreign
11 markets,” the State hereby adopts the following policies:
12

13 (a) In collaboration with the private sector, the State shall endeavor to transform the
14 Philippine economy to such degree that local enterprises produce and offer more

1 sophisticated products, goods, and services that are not ubiquitous, widely
2 manufactured, or commonly available across the world;

3 (b) The State shall encourage the continuous improvement, expansion, and diversification
4 of the productive capabilities of local enterprises and their linkages with domestic,
5 regional, and global value chains;

6 (c) The State shall ensure that its initiatives to support local enterprises are market-driven
7 or are in anticipation of future market demand;

8 (d) The State shall identify business sectors, market segments, and product opportunities
9 for local enterprises to target and gain comparative advantage in. Towards this end,
10 the State shall employ scientifically rigorous methods including, but not limited to,
11 analysis of the country's product space, and of rankings in economic complexity
12 indices;

13 (e) To elicit pride for Philippine-made products, goods, and services, the State shall
14 encourage and promote the skill, ingenuity, creativity, and innovativeness of Filipino
15 workers, craftsmen, laborers, and professionals;

16 (f) The State shall support local enterprises through its regular functions such as, but not
17 limited to, the procurement of products, goods, and services manufactured or offered
18 by local stakeholders. Towards this end, all government agencies and instrumentalities
19 shall formulate metrics on how, within their respective spheres, they can help support
20 local Philippine-made products, goods, and services;

21 (g) The State recognizes the complementary roles of the public and private sector,
22 including the academe and civil society, in generating high-paying jobs; pursuing
23 economic development; and co-creating solutions to the country's biggest challenges.
24 As such, the State shall actively seek out close partnerships with the private sector,
25 and endeavor to jointly develop, finance, implement, and continuously improve a
26 nationwide strategy for supporting local enterprises;

27 (h) The State recognizes the crucial role scientific and technological innovation plays in
28 economic growth and development. As such, the State shall implement plans,
29 programs, and projects that continuously improve the country's education system;
30 ensure better technology transfer among firms, the academe, and government
31 institutions; and, encourage the generation and sharing of new scientific and
32 technological knowledge through research and development (R&D); and

33 (i) In pursuit of inclusive economic growth and development, the State shall ensure that
34 public expenditures to support local enterprises are equitably spread across the
35 country, particularly among fourth, fifth, and sixth class provinces and municipalities,
36 and directed to disadvantaged sectors such as, but not limited to, the urban poor,
37 subsistence farmers and fisherfolk, indigenous communities and micro, small and
38 medium-sized enterprises (MSMEs).

39
40 **SEC. 3. Definition of Terms.** – For the purposes of this Act, the following
41 terms shall mean:

42
43 (a) **Economic complexity** refers to the economic measurement which is calculated based
44 on the diversity of products, goods, and services a country produces and their

1 ubiquity, or the number of the countries able to produce them (and those countries’
2 complexity);

- 3 (b) ***Infant industries*** refer to an industry that is in its early stages, where it experiences
4 relative difficulty in competing with established competitors abroad and/or is less
5 productive than global benchmarks or best practices;
- 6 (c) ***Product space*** refers to a type of visualization that depicts the connectedness between
7 products based on the similarities of the know-how required to produce them. The
8 product space visualizes the paths that countries can diversify. Products are linked by
9 their proximity to each other, based on the probability of co-export of both of the
10 two products;
- 11 (d) ***Sophisticated*** refers to the state when a product, good, or service requires a high level
12 of technology, human capital, competencies or know-how, and infrastructure to be
13 produced or offered;
- 14 (e) ***Sophistication*** refers to the level of technology, human capital, competencies or
15 know-how, and infrastructure required for a product or service to be offered by an
16 economy like that of the Philippines;
- 17 (f) ***Structural Transformation*** refers to the process in which the composition and
18 distribution of activities within an economy, as measured by such factors as output,
19 employment, and trade, changes and shifts from low-productivity to
20 high-productivity;
- 21 (g) ***Technology Transfer*** refers to the process by which one party systematically
22 transfers to another party the knowledge for the manufacture of a product, the
23 application of a process, or rendering of a service, which may involve the transfer,
24 assignment or licensing of Intellectual Property Rights (IPRs).
25

26 **SEC. 4. *Tatak Pinoy Strategy.*** – To achieve the objectives of this Act, a Tatak
27 Pinoy Strategy (TPS) shall be formulated, financed, implemented, monitored, evaluated, and
28 continuously improved upon by the Tatak Pinoy Council, hereinafter referred to as ‘the
29 Council’ as prescribed by Section 10 of this Act. The TPS shall outline the plan for the
30 country to incrementally and systematically expand and diversify the productive capabilities
31 of local enterprises, and empower them to produce and offer increasingly diverse and
32 sophisticated products, goods, and services, and compete in the global market.
33

34 (a) **Development and Coverage.** – The development of the TPS shall coincide with that
35 of the Philippine Development Plan (PDP) at the beginning of every Presidential
36 administration. The TPS shall cover a period of at least six (6) years and shall provide
37 for mid-term updates every three (3) years.

38 (b) **Identification of National Priorities and Strategic Goals.** – As part of the
39 development of the TPS, the country’s national priorities and strategic goals shall be
40 identified and consolidated through a consultative process that substantially involves
41 both the public and private sectors.

42 (c) **Target Sectors and/or Economic Activities.** – The TPS shall list sectors and/or
43 economic activities including, but not limited to, creative industries as defined by
44 Republic Act No. 11904, otherwise known as the Philippine Creative Industries

1 Development Act. The list shall include targets for the short term (3 years), medium
2 term (6 to 9 years), and long term (12 years and beyond).
3

4 **SEC. 5. Pillars of the Tatak Pinoy Strategy.** – The TPS shall include plans and
5 programs, and shall be organized according to the following pillars: (1) manpower; (2)
6 infrastructure; (3) technology and innovation; (4) investments; and (5) public fiscal
7 management and government procurement.
8

9 The Council may establish technical clusters and working groups under each pillar to
10 formulate objectives and targets, conduct the necessary stakeholder consultations, and ensure
11 proper implementation of the TPS. Under each pillar, the TPS shall identify relevant
12 public-private initiatives and the government support or assistance to be provided per targeted
13 sector or economic activity. Each cluster shall be headed by a government agency, as
14 determined by the Council, and include relevant private sector representatives.
15

16 (a) **Manpower** – The Department of Labor and Employment (DOLE), in coordination
17 with the Council, the Department of Education (DepEd), the Commission on Higher
18 Education (CHED), and the Technical Education and Skills Development Authority
19 (TESDA), shall develop a National Upskilling and Manpower Competitiveness
20 Agenda: *Provided, further*, That said agenda shall be a roadmap for ensuring that there
21 is adequate and skilled manpower to realize the national priorities and strategic goals
22 and support the target sectors and economic activities identified in the TPS: *Provided,*
23 *finally*, That the Agenda shall include different modalities for training, skills
24 development, upskilling, reskilling, and lifelong learning to be implemented by both
25 public and private stakeholders.

26 (b) **Infrastructure** – The Department of Public Works and Highways (DPWH), in
27 coordination with the Council and other relevant government instrumentalities such
28 as, but not limited to, the Department of Budget and Management (DBM), the
29 Department of Finance (DOF), the Department of Information and Communications
30 Technology (DICT), the Department of Transportation (DOTr), the Department of
31 Trade and Industry (DTI), the Department of Energy (DOE), the Department of
32 Agriculture (DA), the Department of Health (DOH), the Department of Tourism
33 (DOT), the DepEd, and the Department of National Defense (DND), shall lead in the
34 formulation of a National Infrastructure Development Strategy: *Provided*, That the
35 Strategy shall provide the basis for coordinating, integrating, and accelerating
36 infrastructure development across the country to fulfill the national priorities and
37 strategic goals and support the target sectors and economic activities identified in
38 the TPS.

39 (c) **Technology and Innovation** – The Department of Science and Technology (DOST)
40 and its attached agencies, in coordination with the Council and other relevant
41 government instrumentalities such as, but not limited to, the National Innovation
42 Council (NIC), the DND, the Armed Forces of the Philippines (AFP), the Philippine
43 Space Agency (PhilSA), the CHED, state universities and colleges (SUCs), and private
44 universities with reputable track record in scientific and technological research, shall
45 ensure that the TPS is harmonized with the National Innovation Agenda and Strategy

1 Document (NIASD), in accordance with Republic Act No. 11293, otherwise known as
2 the “Philippine Innovation Act”.

3 (d) **Investments** – The DTI, in coordination with the Council and Investment Promotion
4 Agencies, shall formulate a Tatak Pinoy Strategic Investment Priority Plan, which
5 shall at the minimum identify sectors and/or activities and set investment targets
6 that will enable Philippine industries to transition to the production of diversified
7 and sophisticated goods and services whether for domestic or foreign consumption.
8 For this purpose, existing industry roadmaps may be used as reference. The DTI,
9 through the Board of Investments, shall ensure that the identified sectors and/or
10 activities shall be included in the Strategic Investment Priority Plan (SIPP).

11 (e) **Public Fiscal Management and Government Procurement** – The Development
12 Budget Coordination Committee (DBCC) shall ensure that programs and projects that
13 result in the enhancement of the capabilities of local enterprises to produce and offer
14 increasingly sophisticated products, goods, and services shall be included in the
15 expenditure priorities and the national government fiscal program.
16

17 In government procurement activities, preference shall be given to
18 domestically-produced and manufactured goods, supplies and materials which meet
19 the specified or desired quality, in accordance with the domestic preference rule
20 under the existing procurement law, rules and regulations.
21

22 **SEC. 6. Planning Call.** – The Council shall issue in a timely manner a
23 Planning Call for the TPS to government agencies and relevant private sector stakeholders.
24 Such Planning Call shall include the standards and guidelines for preparing the TPS. The
25 Planning Call shall commence parallel to the formulation of the PDP by the National
26 Economic and Development Authority (NEDA). National government agencies (NGAs) shall
27 submit to the Council their respective plans and programs and report relevant issues and
28 implementation gaps.
29

30 **SEC. 7. Harmonization of Plans.** – The Council shall direct the government’s
31 planning cycle to ensure the harmonization and coherence of national, sectoral, and spatial
32 plans and programs by prescribing standards, guidelines, compliance, and accountability
33 mechanisms. The Council shall also review and approve the short-term, medium-term and
34 long-term development plans submitted by the agencies as stipulated in Section 6 of this Act,
35 in order to recommend appropriate action.
36

37 **SEC. 8. Automatic Review and Update.** – The NEDA, in coordination with
38 the Council, shall perform an annual review of the implementation of the TPS as provided
39 under this Act, in accordance with the monitoring and evaluation policies and guidelines of
40 the agency. To ensure responsiveness to market conditions, the TPS shall be subject to
41 amendment or revision every three (3) years unless there are supervening events that require
42 an earlier amendment or modification.

1 **SEC. 9. Reportorial Requirement.** – All departments, agencies, government
2 instrumentalities, and local government units (LGUs) mandated to implement the TPS shall
3 submit a quarterly report to the Council. Such reports shall then be collated by the NEDA
4 acting as Tatak Pinoy Council Secretariat, and then submitted to the Office of the President,
5 the Senate President, the Speaker of the House of Representatives and the Chairpersons of the
6 Senate Committees on Finance and Trade and Industry, and House Committees on
7 Appropriations and Trade and Industry.
8

9 **SEC. 10. Tatak Pinoy Council.** – There is hereby created a Tatak Pinoy
10 Council, herein referred to as ‘the Council,’ which shall be led by a tripartite partnership
11 between the Director General of the NEDA, as the Chairperson, and the Secretary of Trade
12 and Industry and the Secretary of Agriculture, both as Vice-Chairpersons. The Secretaries of
13 Finance, Budget and Management, Education, Information and Communications Technology,
14 Labor and Employment, Public Works and Highways, Science and Technology, Tourism, the
15 Director General of the TESDA, the Chairperson of the CHED, and two (2) private sector
16 representatives will also serve as members: *Provided*, That the respective heads of agencies
17 may designate their representatives whose rank shall not be less than an Undersecretary:
18 *Provided, further*, That the private sector representatives shall be appointed by the President
19 of the Philippines for a term of three (3) years, and may be reappointed only once from the
20 nominees submitted by reputable business groups, academic institutions, or associations:
21 *Provided, finally*, That the President shall have the power to reconstitute the public sector
22 members of the Council in order to fully achieve the objectives of this Act.
23

24 The Council shall serve as the policy and advisory body to the President and shall, adopting a
25 whole-of-government approach, formulate policies and programs that will diversify the
26 productive capabilities of local enterprises and increase the country’s economic complexity.
27 Towards this end, the Council shall have the following powers and functions:
28

- 29 (a) Formulate the multi-year TPS, in accordance with Sections 4 and 5 of this Act;
- 30 (b) Ensure timely compliance of agencies with the Planning Call, as described in Section
31 6 of this Act;
- 32 (c) Coordinate with NGAs and LGUs to ensure that their respective development plans,
33 policies, and programs are harmonized towards promoting the diversification and
34 sophistication of Philippine-made products, goods, and services offered by local
35 enterprises, whether exported or consumed locally;
- 36 (d) Ensure that plans under the TPS are implemented well and in accordance with the
37 objectives of this Act;
- 38 (e) Audit existing policies, programs and projects of the government and require the
39 implementing agencies to submit reports on industry performance and provide policy
40 recommendations to address industry gaps and other challenges;
- 41 (f) Monitor, evaluate, and periodically review and assess the TPS and its implementation
42 thereof;

- 1 (g) Recommend policies, processes, including reengineering of systems and procedures,
2 in order to attain diversification and sophistication of Philippine-made products,
3 goods, and services;
- 4 (h) Propose legislation or amendments to Philippine laws and regulations related to
5 industry development and promotion of the sophistication and diversification of
6 Philippine-made products, goods, and services;
- 7 (i) Provide technical assistance and advisory opinions in the review of proposed national
8 or local legislation, regulations, or procedures; and
- 9 (j) Perform such other functions as may be necessary, or as may be directed by the
10 President of the Philippines, for the attainment of the objectives of this Act.
11

12 **SEC. 11. *Technical and Secretariat Support.*** – The NEDA is hereby
13 designated to provide overall technical and secretariat support for the Council. As the principal
14 secretariat, the NEDA shall have the following duties and responsibilities:
15

- 16 (a) Determine and prepare the agenda of the Council meetings, and prepare the minutes
17 of each meeting;
- 18 (b) Serve as venue for the initial processing and discussion of the work of the Council;
- 19 (c) Receive and prepare communications pertinent to the work of the Council;
- 20 (d) Manage and maintain the official records of the Council;
- 21 (e) Prepare the annual budget of the Council;
- 22 (f) Prepare reports as required by the Council; and
- 23 (g) Perform other duties as may be assigned by the Council.
24

25 At least one (1) representative each from the DTI, DOF, DA, DBM, DepEd, DICT, DOLE,
26 DPWH, DOST, DOT, TESDA, and CHED shall be solely dedicated to serve as liaisons to the
27 Council and provide technical and/or administrative support to the Council Secretariat.
28

29 **SEC. 12. *Information Dissemination and Awareness Campaign.*** – To ensure
30 broad buy-in and acceptance, the Council, in coordination with the Philippine Information
31 Agency (PIA), shall ensure that the goals and objectives of the TPS are communicated
32 through a nationwide information dissemination and awareness campaign. A parallel effort to
33 communicate the TPS in an appropriate and effective manner to the rest of the world shall be
34 undertaken.
35

36 **SEC. 13. *Implementing Rules and Regulations.*** – A committee composed of one (1)
37 representative each from the NEDA, the DOF, the DTI, the DBM, the DA, the DepEd, the
38 DICT, the DOLE, the DPWH, the DOST, the DOT, the TESDA, the CHED, and two (2) private
39 sector representatives shall, within sixty (60) days from the effectivity of this Act, formulate
40 and prescribe, after public hearing/s and publication, as required by law, the implementing rules
41 and regulations including, among others, the criteria and guidelines for evaluation of bid
42 proposals, list of fiscal and non-fiscal incentives and arrangements that the government may
43 provide for projects, in order to carry out the provisions of this Act in the most expeditious
44 manner.

1 The Committee shall be headed by the NEDA representative, as the Chairperson, with the
2 DTI and DOF representatives serving as Vice-Chairpersons. The Committee may conduct,
3 formulate, and prescribe, after due public hearing/s and publication, amendments to the
4 implementing rules and regulations, consistent with the provisions of this Act.

5
6 The non-promulgation of the rules and regulations provided under this section shall not
7 prevent the immediate implementation of this Act upon effectivity.

8
9 **SEC. 14. Appropriations.** – The amount necessary for the initial implementation
10 of this Act shall be charged against the current year’s appropriations of the departments and
11 agencies concerned. Thereafter, the funding of which shall be included in the annual General
12 Appropriations Act.

13
14 **SEC. 15. Separability Clause.** – If any provision of this Act is declared invalid
15 or unconstitutional, the other provisions not affected thereby shall remain in full force
16 and effect.

17
18 **SEC. 16. Repealing Clause.** – All laws, decrees, orders, rules, and regulations
19 or parts thereof inconsistent with this Act are hereby repealed, amended, or modified
20 accordingly.

21
22 **SEC. 17. Effectivity.** – This Act shall take effect fifteen (15) days after its
23 publication in at least two (2) newspapers of general circulation.

Approved,