

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

**NINETEENTH CONGRESS**  
Second Regular Session

**HOUSE BILL NO. 8759**



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Introduced by **HON. LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.**

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#### **EXPLANATORY NOTE**

Republic Act No. 10644, or the "Go Negosyo Act", paved the way for the establishment of "Negosyo Centers" in all provinces, cities, and municipalities which are responsible for promoting ease of doing business and facilitating access to services for MSMEs within their respective jurisdiction. At present, over a thousand Negosyo Centers are assistance in starting and registering a business, processing of documents, financing, and marketing through the One Town One Product (OTOP) program.

This proposed measure seeks to expand the services of the Negosyo Centers and empower them as Rural Export Centers. This is to cater to rural businesses that tend to be ignored because of their distance from trading and commercial centers. The Negosyo Centers that will act as Rural Export Centers will provide useful information and resources to rural businesses that will aid in the promotion and export of their products.

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

  
**LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.**

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**AN ACT**  
**AMENDING REPUBLIC ACT NO. 10644, OTHERWISE KNOWN AS THE GO**  
**NEGOSYO ACT" BY EMPOWERING NEGOSYO CENTERS TO ACT AS RURAL**  
**EXPORT CENTERS AND PROVIDING EXPORT-RELATED INFORMATION AND**  
**SERVICES TO RURAL MICRO, SMALL AND MEDIUM ENTERPRISES**

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

**SECTION 1.** Section 4 of Republic Act No. 10644, otherwise known as the "Go Negosyo Act", is hereby amended to read as follows:

SEC. 4. Functions of the Negosyo Centers. – Negosyo Centers shall have the following functions:

(a) Promote ease of doing business and access to services for MSMEs within its jurisdiction;

x x x.

(r) Establish a feedback mechanism among the MSMEs in the respective jurisdiction of Negosyo Centers; [and]

(s) Conduct other programs or projects for entrepreneurial development in the country aligned with the MSMEs development plan[.]; **AND**

**(T) FOR NEGOSYO CENTERS LOCATED OUTSIDE HIGHLY URBANIZED CITIES AND METROPOLITAN AREAS, CONDUCT PROGRAMS AND SERVICES AIMED AT PROVIDING INFORMATION AND RESOURCES TO RURAL BUSINESSES RELATED TO THE**

**MARKETING AND EXPORTING OF THEIR PRODUCTS OR SERVICES TO INTERNATIONAL MARKETS.**

**Sec 2.** A new Section 12 of Republic Act No. 10644 is hereby inserted to read as follows:

**SEC. 12. NEGOSYO CENTERS AS RURAL EXPORT CENTERS. – NEGOSYO CENTERS DESIGNATED AS RURAL EXPORT CENTERS BY THE MSMED COUNCIL SHALL:**

**(A) PROVIDE IN-DEPTH, CUSTOMIZED, AND 13 ACTIONABLE MARKET RESEARCH SERVICES THAT—**

**(1) A BUSINESS MAY OPT INTO BASED ON NEED; AND**

**(2) ARE—**

**(I) FOCUSED ON ACTIONABLE AND MEASURABLE RESULTS FOR A BUSINESS;**

**(II) BUSINESS- AND PRODUCT- OR SERVICE-SPECIFIC;**

**(III) TARGETED TO INTERNATIONAL MARKETS;**

**(IV) BASED ON HIGH-QUALITY DATA, INCLUDING DATA FROM INTERNATIONAL TRADE ASSOCIATIONS, CHAMBERS OF COMMERCE, AND SIMILAR ENTITIES; AND**

**(V) BASED ON MARKET RESEARCH AND ANALYSIS BY GOVERNMENT AGENCIES, HIGHER EDUCATION INSTITUTIONS, AND REPUTABLE NON-GOVERNMENT INSTITUTIONS;**

**(B) CONDUCT STRATEGIC PLANNING AND EXPORT SUPPORT SERVICES FOR RURAL BUSINESSES AS NEEDED;**

**(C) SUPPORT RURAL BUSINESS FOR POTENTIAL INCLUSION IN INTERNATIONAL TRADE SHOWS, TRADE MISSIONS, ETC.; AND**

**(D) SERVE AS ONE-STOP SHOPS FOR RURAL BUSINESSES TO COMMUNICATE AND MAKE CONTACT WITH GOVERNMENT AGENCIES AND INSTITUTIONS RELATED TO THE CONDUCT OF EXPORT BUSINESS.**

**THE MSMED COUNCIL SHALL SET UP AND MAINTAIN A WEBSITE WHICH SHALL:**

- (A) CONTAIN BEST PRACTICES FOR RURAL BUSINESSES BEGINNING TO EVALUATE EXPORT OPPORTUNITIES;
- (B) SHOWCASE SUCCESSFUL RURAL EXPORT BUSINESSES AND THEIR PRODUCTS OR SERVICES;
- (C) PROVIDE FOR A PLATFORM WHERE RURAL EXPORT BUSINESSES MAY PARTICIPATE IN ORDER TO LAUNCH, PROMOTE, AND ADVERTISE THEIR PRODUCTS OR SERVICES; AND
- (D) PROVIDE CONTACT INFORMATION OF ALL EXISTING RURAL EXPORT CENTERS.

**Sec. 3.** Sections 12 to 16 of Republic Act No. 10644 are hereby renumbered accordingly.

**Sec. 4.** Should any part or provision of this Act be declared unconstitutional or invalid, the remaining parts or provisions not affected thereby shall remain in full force and effect.

**Sec. 5.** All laws, decrees, executive orders, letters of instructions, proclamations, rules and regulations, or parts thereof inconsistent with this Act shall be deemed modified, amended, or repealed accordingly.

**Sec. 6.** This Act shall take effect fifteen (15) days after its complete publication in two (2) newspapers of general circulation.

*Approved,*