



HOUSE OF REPRESENTATIVES

H. No. 9350

BY REPRESENTATIVES CABATBAT, LEGARDA, TIANGCO, YAP (E.), RODRIGUEZ, GATCHALIAN, TAN (S.A.), DE VENECIA, FORTUN, BORDADO, PADUANO, ARENAS, ROMULO, SAULOG, ATIENZA, BELMONTE, ABANTE, SAGARBARRIA, MACEDA, ALONTE, VILLARICA, SAVELLANO, VILLAR, VERGARA, BABASA, BAÑAS-NOGRALES, CAMPOS, GO (M.), GARIN (S.), PANOTES, QUIMBO, REYES, ALVAREZ (F.), ZUBIRI, BIRON, OUANO-DIZON, SUNTAY, TY (A.), COLLANTES, DUAVIT, SINGSON-MEEHAN, AUMENTADO, LOPEZ, BARONDA, CUEVA, REVILLA, CUA, KHO (E.), OLIVAREZ, MARTINEZ, GARCIA (J.E.), MATUGAS, PACQUIAO (R.), CALIXTO, ESPINO, GARBIN, UNABIA, VILLA, CANAMA, MERCADO, TAN-TAMBU, CASTRO (F.L.), AGABAS, MACAPAGAL ARROYO, NIETO, ZARATE, ERMITA-BUHAIN, BAUTISTA-BANDIGAN, BIAZON, CALDERON, CUARESMA, DALIPE, DAZA, FARIÑAS I (R.C.), GASATAYA, GO (E.C.), GONZAGA, GONZALEZ, HARESCO, LIMKAICHONG, SALCEDA, SUAREZ (D.), TEJADA, VIOLAGO, ABUEG-ZALDIVAR, BENITEZ, BRAVO, CARI, DAGOOC, DALOG, DELOSO-MONTALLA, DIMAPORO (A.), DIMAPORO (M.K.), GULLAS, HOFER, LABADLABAD, MALAPITAN, MARINO, NATIVIDAD-NAGAÑO, NAVA, TAMBUNTING, TAN (A.), TUTOR, CABOCHAN, ORDANES, PEÑA, ROBES, TAN (S.A.), DE VENECIA, FORTUN, BORDADO, PADUANO, ARENAS, LEGARDA, ROMULO, SAULOG, ATIENZA, BELMONTE, ABANTE, SAGARBARRIA, MACEDA, ALONTE, TIANGCO AND VILLARICA, PER COMMITTEE REPORT NO. 965

AN ACT
PROMOTING INCLUSIVE AND SUSTAINABLE ECONOMIC DEVELOPMENT
THROUGH THE INSTITUTIONALIZATION OF "ONE TOWN, ONE PRODUCT"
PHILIPPINES PROGRAM 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 “*OTOP Philippines*
2 *Act*”.

3 **SEC. 2. Declaration of Policy.** – It is hereby declared the policy of the State
4 to develop a self-reliant and independent national economy effectively controlled by
5 Filipinos through policies and programs that drive inclusive local economic activity
6 and boost national economic growth. The State also recognizes the indispensable

1 role of the private sector and private enterprises and the necessity to provide
2 incentives to foster advancement among businesses especially local micro, small
3 and medium-scale enterprises (MSMEs).

4 Towards this end, the State shall equip MSMEs to progressively improve
5 product and service quality, and to utilize new technologies to pursue innovation and
6 diversification. The State shall likewise promote the preferential use of Filipino labor,
7 domestic materials, and locally produced goods, and adopt measures to make them
8 competitive. The State shall further provide adequate and effective support services
9 for MSMEs to enable communities to determine, develop, and promote products and
10 services that are rooted in their culture, community resources, creativity, connection,
11 and competitive advantage.

12 **SEC. 3. Objectives.** – This Act aims to:

- 13 (a) Provide a package of assistance for MSMEs with minimum viable
14 products to develop new, innovative, and more complex products with
15 significant improvement in the areas of quality, product development,
16 design, packaging, standards compliance, marketability, production
17 capability, and brand development, among others;
- 18 (b) Assist rural communities in achieving competitive and innovation-driven
19 local economies;
- 20 (c) Promote convergence of initiatives from local government units
21 (LGUs), national government agencies (NGAs), and the private sector
22 in the development and promotion of Philippine products, whether for
23 export or domestic market; and
- 24 (d) Establish the “One Town, One Product” (OTOP) Philippines Trustmark
25 as a guarantee of excellence in OTOP Philippines products and
26 services.

27 **SEC. 4. Institutionalization of One Town, One Product Philippines**
28 **Program.** – The One Town, One Product Philippines Program, herein referred to as
29 OTOP Philippines, is hereby institutionalized to serve as the government’s stimulus
30 program for the promotion and development of MSMEs in the countryside through
31 the use of indigenous raw materials and the utilization of local skills and talents.

1 **SEC. 5. Program Components.** – The Department of Trade and Industry
2 (DTI), in partnership with the LGUs, shall provide a comprehensive package of
3 assistance to OTOP Philippines Program beneficiaries, such as the following:

4 (a) *Product Development*, including:

5 (i) *Product Design* – design assistance to new products, product
6 adaptation, product diversification, and expansion of existing
7 product lines;

8 (ii) *Packaging and Labeling* – assistance to new packaging,
9 improvement of package design, or labeling;

10 (iii) *Technology Updating* – conduct workshops on new technology
11 procedures, materials, and processing to increase production
12 quality and quantity; and

13 (iv) *Product Enhancement* – provide seminars to increase design
14 awareness and appreciation of product or merchandise
15 development and the industrial design profession.

16 (b) *Capacity Building* shall be provided through training opportunities
17 focusing on improving the human aspect of OTOP Philippines,
18 including business skills training and business counseling;

19 (c) *Standards and Market Compliance* where beneficiaries shall be trained
20 and capacitated to observe standards and comply with the
21 requirements of DTI-Bureau of Philippine Standards, Food and Drug
22 Administration, and the Intellectual Property Office of the Philippines,
23 and other concerned government agencies. Monitoring and evaluation
24 schemes shall be developed and maintained to ensure that products
25 under the OTOP Philippines conform to these standards; and

26 (d) *Market Access and Product Promotion* where beneficiaries shall
27 receive support in market access and promotion of products across
28 different platforms. These platforms may include multimedia advocacy
29 campaigns, trade fairs, and OTOP Philippines Hubs.

30 **SEC. 6. Coverage.** – The OTOP Philippines Program shall cover material
31 products and skills-based services known to an area or locality. This shall include the
32 following products and services:

- 1 (a) *Agricultural-based Products* such as coffee, cacao, other agricultural
2 produce, agri-processed products like processed meats, coconut oil,
3 preserved and processed seafood products;
- 4 (b) *Arts and Crafts* such as coco coir, weaves, bamboo, paper artistry,
5 and wood;
- 6 (c) *Home & Fashion/Creative Artisanal Products* such as gifts, souvenir
7 items, furniture, ornaments, houseware, garments, and textiles;
- 8 (d) *Processed Food* such as fruits and nuts, local delicacies and *kakanin*
9 (sticky rice cakes), juices, wines, tea, and other beverage, pastries and
10 baked goods, preserved food sauces, cakes, other desserts products,
11 food supplements, and culinary-based specialty products; and
- 12 (e) *Skills-based Services and Other Products* such as *hilot* or traditional
13 Filipino massage, sculpting, essential oils and other wellness products,
14 industrial goods, soaps and other personal care goods, and cosmetics.

15 **SEC. 7. OTOP Philippines Trustmark.** – The DTI shall establish the OTOP
16 Philippines Trustmark that shall signify that the services and products have been
17 marked excellent in terms of quality, design, value, and marketability. It shall be a
18 symbol representing the country's best products.

19 **SEC. 8. Establishment of OTOP Philippines Hubs.** – The Department of
20 Tourism (DOT), Civil Aviation Authority of the Philippines, Philippine Ports Authority,
21 Land Transportation and Franchising Board, and other relevant agencies shall
22 construct and allocate spaces for the establishment of OTOP Philippines Hubs.

23 **SEC. 9. Beneficiaries.** – The regional and provincial offices of the DTI shall,
24 in cooperation with the concerned LGUs, determine the beneficiaries of the OTOP
25 Program. The guidelines and mechanism for the selection of beneficiaries shall be
26 formulated by the implementing agencies identified by this Act.

27 **SEC. 10. Creation of the OTOP Program Office.** – Every LGU shall create
28 an OTOP Program Office (OTOP PO) managed by an officer who shall administer,
29 supervise, and implement the OTOP Program.

30 **SEC. 11. Implementing Agencies.** – The DTI shall implement the provisions
31 of this Act, in coordination with the following agencies:

- 1 (a) Cooperative Development Authority (CDA);
- 2 (b) Department of Interior and Local Government (DILG);
- 3 (c) Technical Education and Skills Development Authority (TESDA);
- 4 (d) Department of Science and Technology (DOST);
- 5 (e) Department of Agriculture (DA); and
- 6 (f) DOT

7 **SEC. 12. Appropriations.** – The amount necessary to carry out the initial
8 implementation of this Act shall be charged against the current year’s appropriations
9 of the DTI. Thereafter, such amount as may be necessary for the continued
10 implementation of this Act shall be included in the annual General Appropriations
11 Act.

12 The LGUs concerned shall set aside the amount needed for the operation of
13 the OTOP PO under Section 10 hereof.

14 **SEC. 13. Implementing Rules and Regulations.** – Within sixty (60) days
15 from the effectivity of the Act, the DTI shall, in coordination with the other
16 implementing agencies, formulate and promulgate the necessary rules and
17 regulations to effectively implement the provisions of this Act.

18 **SEC. 14. Separability Clause.** – If any provision of this Act is declared
19 unconstitutional or invalid, the provisions hereof which are not affected shall continue
20 to be in force and effect.

21 **SEC. 15. Repealing Clause.** – All laws, decrees, proclamations, issuances,
22 or ordinances that are contrary to or inconsistent with the provisions of this Act are
23 hereby amended, repealed, or modified accordingly.

24 **SEC. 16. Effectivity.** – This Act shall take effect fifteen (15) days after its
25 publication in the *Official Gazette* or in a newspaper of general circulation.

Approved,