

NINETEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)

Senate
Office of the Secretary

'22 JUL 12 A11 :15

SENATE

RECEIVED BY: _____

S. No. 357

Introduced by **SENATOR CYNTHIA A. VILLAR**

**AN ACT
DESIGNATING THE MONTH OF NOVEMBER AS "BUY PINOY, BUILD PINOY
MONTH" TO ENCOURAGE THE PUBLIC AND PRIVATE SECTORS TO
PRIORITIZE THE PURCHASE AND UTILIZATION OF FILIPINO PRODUCTS,
LABOR AND SERVICES**

EXPLANATORY NOTE

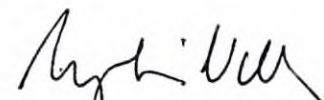
While we often hear the saying "*Tangkilikin ang Sariling Atin*", we normally take it for granted and/or seldom do we actually put the same into practice. This is perhaps because we have yet to improve on the concerted efforts on the part of the government and stakeholders to effectively bring the benefit of this practice to the consciousness of the consuming public. Needless to say, patronizing our own Filipino products strengthens the Philippine economy.

The proposed bill aims to declare the month of November every year as "BUY PINOY, BUILD PINOY Month" to inculcate in each Filipino the wisdom of supporting our very own Filipino made products, and in the process, give due recognition to Filipino producers, particularly micro, small and medium enterprises (MSMEs). The month of November is strategically chosen given the increased consumer spending that occurs during the Christmas season.

MSMEs are a vital component to the development of our nation's economy. They account for 99.6 % of registered businesses in the Philippines and employ over 67 % of the Filipino labor force. Therefore, it is imperative that we empower our

resourceful Filipino entrepreneurs in order to promote their development and competitiveness. As vital pillar of the Philippine economy, MSMEs certainly show strong potentials to grow and significantly contribute to job generation, national development and economic advancement. The BUY PINOY, BUILD PINOY concept is a welcome initiative to help our MSMEs thrive as we aim to move towards a truly progressive economic growth.

Hence, I recommend the approval of this bill.


CYNTHIA A. VILLAR

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*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 "Buy Pinoy, Build
2 Pinoy Month Act."

3 Sec. 2. *State Policy*. – In furtherance of the Constitutionally-mandated role
4 of the State to develop a self-reliant and independent national economy effectively
5 controlled by Filipinos (Article II, Section 19) and to promote the preferential use of
6 Filipino labor, domestic materials and locally produced goods, and adopt measures
7 that help make them competitive (Article XII, Section 12), it is the policy of state to
8 promote the growth and development of Filipino entrepreneurs, especially those
9 involved in micro, small and medium enterprises (MSMEs) as defined by Republic
10 Act No. 6977, as amended by Republic Act No. 8289 and Republic Act No. 9501, or
11 the *Magna Carta for Micro, Small and Medium Enterprises*.

12 Sec. 3. *Declaration of Buy Pinoy, Build Pinoy Month*. - The month of
13 November of every year is hereby declared as "*Buy Pinoy, Build Pinoy Month*" in
14 recognition of the important role and contribution of the MSME sector to the

1 Philippine economy and to enhance the opportunities of these enterprises to grow
2 and contribute more meaningfully to job generation, national development and
3 economic advancement.

4 Sec. 4. *Observance of Buy Pinoy, Build Pinoy Month.* -To ensure the
5 meaningful observance of Buy Pinoy, Build Pinoy Month as herein declared, all heads
6 of government offices and instrumentalities, including government-owned and
7 controlled corporations, as well as local government units, and employers in the
8 private sector, shall encourage and afford sufficient resources, time and
9 opportunities for MSMEs to engage and participate in any and all activities to mark
10 the month.

11 a) The Department of Trade and Industry (DTI) shall be the lead agency
12 for the implementation of this Act. The activities under this act shall be
13 included in the annual work program and action agenda of the Micro,
14 Small and Medium Enterprise Development Council.

15 b) Activities for the *Buy Pinoy, Build Pinoy* Month shall include MSME
16 trade fairs, bazaars, marketing missions, information dissemination
17 activities, education and advocacy campaigns, and similar events
18 featuring Filipino products, manufactures, inventions, technologies and
19 resources and shall be conducted in all national government agencies
20 as well as cities and municipalities in the country.

21 c) A National Trade Fair shall be held for at least two (2) weeks in
22 November of every year with the participation limited to Filipino
23 producers, service providers, and products, *Provided*, That the said Fair
24 shall be held simultaneously in locations in Luzon, Visayas and
25 Mindanao.

26 d) The Philippine Information Agency, in coordination with the DTI, shall
27 formulate and implement a nationwide information and advocacy
28 campaign for the Buy Pinoy, Build Pinoy Month activities.

1 e) The private sector is encouraged to conduct similar initiatives as those
2 enumerated in this Act.

3 Sec. 5. *Repealing Clause* – All laws, decrees, executive orders, rules or
4 regulations and other issuances, or parts thereof, which are inconsistent with the
5 provisions of this Act, are hereby repealed or modified accordingly.

6 Sec. 6. *Effectivity* – This Act shall take effect fifteen days (15) days after
7 publication in the Official Gazette or in two (2) national newspapers of general
8 circulation.

Approved,