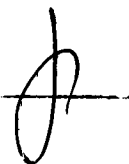


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**S. NO. 2426**

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Prepared by the Committee on Finance with Senators Francis Tolentino, Sonny Angara, Loren Legarda, Nancy Binay, Joel Villanueva, Jinggoy Estrada and Mark Villar as authors thereof

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

*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       **Sec. 2. *Declaration of Policy.*** - It is hereby declared the policy of the State  
4       to encourage, support, and promote the production and offering of Philippine products  
5       and services of increasing diversity, sophistication, and quality by domestic enterprises  
6       that are globally competitive. Pursuant to Article XII, Section 1 of the 1987  
7       Constitution emphasizing the promotion of "industrialization and full employment  
8       based on sound agricultural development and agrarian reform, through industries that  
9       make full and efficient use of human and natural resources, and which are competitive  
10      in both domestic and foreign markets," the State hereby adopts the following policies:

- 1 a) In collaboration with the private sector, the State shall continuously support  
2 domestic enterprises in producing and offering products and services of  
3 increasing sophistication taking into consideration sustainable production  
4 practices and the use and adoption of green technologies;
- 5 b) The State shall encourage the continuous improvement, expansion, and  
6 diversification of the productive capabilities of domestic enterprises and  
7 their linkages with local, regional, and global value chains;
- 8 c) The State shall ensure that its initiatives to support domestic enterprises  
9 are market-driven or are in anticipation of future market demand;
- 10 d) The State shall identify business models, business sectors, market  
11 segments, and product opportunities for domestic enterprises to target and  
12 gain comparative advantage in. Towards this end, the State shall employ  
13 complementary strategies with established economic theories and  
14 evidence-based methods including, but not limited to, analysis of the  
15 country's product space, and of rankings in economic complexity indices;
- 16 e) To elicit pride for Philippine products and services, the State shall develop  
17 and promote the skill, ingenuity, creativity, and innovativeness of Filipino  
18 workers, craftsmen, laborers, entrepreneurs, and professionals;
- 19 f) The State shall give preference and priority in the procurement of Philippine  
20 products and services in accordance with applicable laws on government  
21 procurement. Towards this end, all government agencies and  
22 instrumentalities shall formulate metrics on how, within their respective  
23 spheres, they can give preference and priority to Philippine products and  
24 services;

- 1 g) The State recognizes the complementary roles of the public and private  
2 sector, including the academe, domestic industries, and civil society, in  
3 generating high-paying jobs; pursuing economic development; and co-  
4 creating solutions to the country's biggest challenges. As such, the State  
5 shall actively seek out close partnerships with the private sector, and  
6 endeavor to jointly develop, finance, implement, and continuously improve  
7 a nationwide strategy for supporting domestic enterprises;
- 8 h) The State recognizes the crucial role scientific and technological innovation  
9 play in economic growth and development. As such, the State shall  
10 implement plans, programs, and projects that continuously improve the  
11 country's education system; ensure better technology transfer among  
12 enterprises, the academe, and government institutions; encourage the  
13 generation and sharing of new scientific and technological knowledge  
14 through research and development (R&D); facilitate the commercialization  
15 R&D outputs; and, bridge the gap between innovation and market-ready  
16 solutions; and,
- 17 i) In pursuit of inclusive economic growth and development, the State shall  
18 ensure that public expenditures to support domestic enterprises are  
19 equitably spread across the country, including those in the fourth, fifth, and  
20 sixth class provinces and municipalities, and elevate and develop the skills  
21 and provide opportunities for disadvantaged sectors and vulnerable and  
22 marginalized groups such as, but not limited to, the urban poor, subsistence  
23 farmers and fisherfolk, indigenous communities, persons with disabilities  
24 (PWDs), women and micro, small and medium-sized enterprises (MSMEs),

1 enabling them to engage in more complex economic activities. For these  
2 purposes the TP Council, in consultation and coordination with the relevant  
3 public and private sector stakeholders, shall set the necessary guidelines to  
4 measure and monitor the equitable spread of public expenditures.

5 **Sec. 3. Definition of Terms.** - For the purposes of this Act, the following  
6 terms shall mean:

7 a) **Economic complexity** refers to the measure of the productive capabilities  
8 and know-how of a specific geographical area, such as a country, region,  
9 province, city, or municipality, which is calculated based on the diversity of  
10 goods and services produced within and exported from that geographical  
11 area, and their ubiquity, which refers to the number of other geographical  
12 areas that are able to produce them;

13 b) **Philippine products** refer to local goods, articles, materials, and supplies  
14 which may be:

15 i) Unmanufactured goods, articles, materials, supplies wholly obtained  
16 or produced in the Philippines; or

17 ii) Manufactured goods, articles, materials, and supplies grown, produced  
18 and/or processed in the Philippines substantially from products,  
19 articles, materials and supplies, grown, produced or manufactured in  
20 the Philippines.

21 In determining whether the goods are substantially manufactured in  
22 the Philippines the following general principles shall be considered:

- 1                   1. manufacture of industrial goods or processing of agricultural  
2                   products into (i) semi-finished/intermediate goods for use as  
3                   inputs in the production of other goods, or (ii) finished products  
4                   for final consumption, shall be deemed manufactured or  
5                   processed in the Philippines;
  - 6                   2. casting or molding, forming, machining, or joining/assembly of  
7                   raw materials, and the production of discrete parts to transform  
8                   materials from one form to another valuable form encompasses  
9                   manufacturing. Mere packing or packaging or simple processing  
10                  covering any or a combination of activities such as cleaning,  
11                  sorting, shredding, pulverizing, grinding, intergrinding, blending,  
12                  crushing, compacting, dissolving and filtration shall not constitute  
13                  manufacturing;
  - 14                  3. any goods presented to be grown, produced, and/or processed  
15                  in the Philippines; and
  - 16                  4. In terms of applications for a customized product with  
17                  specifications changing as the clients suggest, the assessment  
18                  will be on the certain part of the good which is being consistently  
19                  manufactured by the applicant.
- 20           c) **Product space** refers to a type of visualization that depicts the  
21           connectedness between products based on the similarities of the know-how  
22           required to produce them. The product space visualizes the paths that  
23           countries can take to diversify the products and services it is able to produce

- 1 or offer. Products are linked by their proximity to each other, based on the  
2 probability of co-export of both of the two products;
- 3 d) ***Sophisticated*** refers to the state when a product or service requires a  
4 high level of technology, human capital, competencies or know-how, and  
5 infrastructure to be produced or offered;
- 6 e) ***Sophistication*** refers to the level of technology, human capital,  
7 competencies or know-how, and infrastructure required for a product or  
8 service to be offered by an economy like that of the Philippines;
- 9 f) ***Technology transfer*** refers to the process by which one party  
10 systematically transfers to another party the knowledge and/or technology  
11 for the manufacture of a product, the application of a process, or rendering  
12 of a service, which may involve the transfer, assignment or licensing of  
13 Intellectual Property Rights (IPRs), consistent with the Philippines'  
14 obligations under international agreements;
- 15 g) ***Wholly obtained or produced goods, articles, materials, and***  
16 ***supplies*** refers to:
- 17 i) plants and plant goods, including fruit, flowers, vegetables, trees,  
18 seaweed, fungi, and live plants, grown and harvested, picked, or  
19 gathered in the Philippines;
- 20 ii) live animals born and raised in the Philippines, including goods  
21 obtained from these live animals;
- 22 iii) goods obtained by hunting, trapping, fishing, farming, aquaculture,  
23 gathering, or capturing conducted in the Philippines;

- 1           iv) minerals and other naturally occurring substances, not included in  
2                   subparagraphs (i) through (iii), extracted or taken from its soil, waters,  
3                   seabed, or subsoil beneath the seabed;
- 4           v) goods of sea-fishing and other marine life taken by Philippine vessels  
5                   or goods processed or made on board any factory ships of the  
6                   Philippines; and;
- 7           vi) goods obtained or produced solely from goods referred to in  
8                   subparagraph (i) to (v), or from their derivatives.

9           **Sec. 4. *Tatak Pinoy Council.*** – There is hereby created a Tatak Pinoy  
10   Council, herein referred to as ‘the TP Council,’ with the Secretary of Trade and  
11   Industry, as the Chairperson, and the Secretary of the National Economic and  
12   Development Authority, and the Secretary of Finance, both as Vice-Chairpersons. The  
13   Secretaries of Agriculture, Budget and Management, Education, Environment and  
14   Natural Resources, Information and Communications Technology, the Interior and  
15   Local Government, Labor and Employment, Public Works and Highways, Science and  
16   Technology, Tourism, the Director General of the Technical Education and Skills  
17   Development Authority, the Chairperson of the Commission on Higher Education, the  
18   National Statistician of the Philippine Statistics Authority, the Chairperson of the  
19   Securities and Exchange Commission (SEC) and four (4) private sector representatives  
20   will serve as members: *Provided,* That the respective heads of agencies may designate  
21   their representatives whose rank shall not be less than an Assistant Secretary:  
22   *Provided, further,* That the private sector representatives shall be appointed by the  
23   President of the Philippines for a term of three (3) years, and may be reappointed  
24   only once, from the nominees submitted by reputable business groups, academic

1 institutions, or associations with national representation: *Provided, finally,* That the  
2 President shall have the power to reconstitute the public sector members of the TP  
3 Council in order to fully achieve the objectives of this Act.

4         Within sixty (60) days from effectivity of this Act, the TP Council shall meet and  
5 organize technical clusters and/or working groups under each pillar to formulate  
6 objectives and targets, conduct the necessary consultations, and ensure proper  
7 implementation of the TPS. Each committee shall be composed of, at the minimum,  
8 the agencies identified and named under the specific pillars and include relevant  
9 private sector representatives and existing councils created by law. The TP Council  
10 shall determine who shall head each technical cluster.

11         **SEC. 5. Powers and Functions of the Tatak Pinoy Council.** – The TP  
12 Council shall serve as the policy and advisory body to the President and shall, adopting  
13 a whole-of-government approach, formulate policies and programs that will diversify  
14 the productive capabilities of domestic enterprises and increase the country's  
15 economic complexity. Towards this end, the TP Council shall have the following  
16 powers and functions:

- 17         a) Formulate the multi-year TPS in accordance with Sections 7 and 8 of this  
18             Act and the necessary guidelines and issuances mandated under this Act;
- 19         b) Ensure timely compliance of government instrumentalities and private  
20             sector stakeholders with the Planning Call, as described in Section 7 of this  
21             Act, through a robust information dissemination and awareness campaign;
- 22         c) Coordinate with national government agencies (NGAs), local government  
23             units (LGUs), existing councils created by law, and other government



- 1 instrumentalities to ensure that their respective development plans,  
2 policies, and programs, are harmonized towards promoting the  
3 diversification and sophistication of Philippine products and services  
4 offered by domestic enterprises, whether exported or consumed locally,  
5 avoiding overlaps and ensuring synergy in these plans, programs and  
6 policies;
- 7 d) Ensure that plans under the TPS are implemented well, and in accordance  
8 with the objectives of this Act;
- 9 e) Make an inventory of existing policies, programs and projects related to  
10 the TPS and require submission of industry performance reports in order  
11 to identify and address industry gaps and other challenges;
- 12 f) Monitor, evaluate, and periodically review and assess the TPS and its  
13 implementation thereof and provide policy recommendations;
- 14 g) Recommend policies, processes, including reengineering of systems and  
15 procedures, in order to attain diversification and sophistication of Philippine  
16 products and services;
- 17 h) Propose legislation or amendments to Philippine laws and regulations  
18 related to industry development and promotion of the sophistication and  
19 diversification of Philippine products and services;
- 20 i) Provide technical assistance and advisory opinions in the review of  
21 proposed national or local legislation, regulations, or procedures;
- 22 j) Organize training, workshops, and seminars for council members and other  
23 stakeholders to enhance their understanding of industrial policy issues;

1 k) Facilitate engagement with stakeholders, organize consultations, and  
2 ensure that a diverse range of voices are heard in the policy-making  
3 process; and

4 l) Perform such other functions as may be necessary, or as may be directed  
5 by the President of the Philippines, for the attainment of the objectives of  
6 this Act.

7 **Sec. 6. Technical and Secretariat Support.** – a Secretariat to the TP  
8 Council (TP Council Secretariat) shall be established within the DTI, to be headed by  
9 an Executive Director IV (Salary Grade 29) who shall be appointed by the President  
10 of the Philippines from a list of at least five (5) nominees from the TP Council.

11 The Executive Director IV, shall be a person of proven integrity and good moral  
12 character, shall have relevant experience and practice in the fields of industry  
13 development, data-driven industrial policy, domestic and/or international trade,  
14 entrepreneurship, innovation, or any related field, and be a person of proven  
15 administrative proficiency and expertise in the area of management with a minimum  
16 of five (5) years experience in an executive leadership capacity.

17 The Executive Director shall be assisted by technical and administrative staff  
18 consisting of at least one (1) of each following officers and employees:

- 19 a) Project managers (Salary Grade 24) for each TP Pillar;
- 20 b) Financial services (Salary Grade 22);
- 21 c) Technical staff / project specialists (Salary Grade 18) per TP Pillar; and
- 22 d) Administrative staff (Salary Grade 18).

1           *Provided,* That each agency forming part of the TP Council shall appoint at  
2 least one (1) representative solely dedicated to serve as liaison and provide technical  
3 and/or administrative support to the TP Secretariat.

4           Within one hundred twenty (120) days after the effectivity of this Act, the TP  
5 Council shall determine the organizational structure, staffing pattern, and  
6 compensation system of the TP Secretariat including the duties, qualifications,  
7 responsibilities, and functions of its officers and staff members, and submit the same  
8 to the Department of Budget and Management (DBM) for approval, in accordance  
9 with the existing organizational, staffing, position classification, and compensation  
10 laws, rules, regulations, and guidelines. Pending the creation of the appropriate  
11 plantilla positions, the DTI-Competitiveness and Innovation Group (DTI-CIG) shall  
12 constitute an interim secretariat within one (1) month from the effectivity of this Act,  
13 through the temporary detail of the representatives of the TP Council member  
14 agencies. The DTI-CIG, is likewise authorized to engage consultants and enter into  
15 service contracts, as may be necessary, provided that once the organizational  
16 structure and personnel complement have been determined, those engaged shall  
17 have the option to be absorbed permanently in the TP Secretariat.

18           The TP Secretariat shall have the following duties and responsibilities:

- 19           a) Determine and prepare the agenda of the TP Council meetings, and  
20                 prepare the minutes of each meeting;
- 21           b) Serve as a venue for the initial processing and discussion of the work of  
22                 the Tatak Pinoy Council;

- 1 c) Receive and prepare communications pertinent to the work of the TP
- 2 Council;
- 3 d) Manage and maintain the official records of the TP Council;
- 4 e) Prepare reports as required by the TP Council;
- 5 f) Conduct research, gather data, and provide analytical support as required
- 6 by the TP Council to inform its decisions and recommendations;
- 7 g) Assist in the drafting of policy recommendations, strategies, and action
- 8 plans based on the TP Council's deliberations; and
- 9 h) Perform other duties as may be assigned by the TP Council.

10 **Sec. 7. Tatak Pinoy Strategy.** – To achieve the objectives of this Act, a  
11 Tatak Pinoy Strategy (TPS) shall be formulated, funded, implemented, monitored,  
12 evaluated, and continuously improved upon by the TP Council established under  
13 Section 4 of this Act. The TPS shall outline the plan and action components for the  
14 country to incrementally and systematically expand and diversify the productive  
15 capabilities of domestic enterprises and empower them to produce and offer  
16 increasingly diverse and sophisticated products and services, and compete in the  
17 global market.

18 a) **Identificatlon of National Priorities and Strategic Goals** – In line  
19 with the Philippine Development Plan (PDP) approved by the NEDA board,  
20 the Philippine Export Development Plan (PEDP), and existing development  
21 strategies not otherwise covered in the PDP, the TP Council, within sixty  
22 (60) days from organizing the technical clusters and/or working groups  
23 under each pillar under Section 8, shall identify national priorities, strategic

1 goals and mandate the creation of action components to improve the supply  
2 and production sectors of the economy.

3 b) **Planning Call** - The TP Council shall issue, in a timely manner, after the  
4 TP Council's determination of national priorities and strategic goals, a  
5 Planning Call to all national government agencies (NGAs) and government  
6 instrumentalities, including state universities and colleges (SUCs) and local  
7 universities and colleges (LUCs), local government units (LGUs), and  
8 government owned and controlled corporations (GOCCs), and relevant  
9 private sector stakeholders, including reputable private universities and  
10 colleges. These government instrumentalities and private sector  
11 stakeholders shall submit to the TP Council Secretariat their respective  
12 plans, programs, and projects related to the national priorities and strategic  
13 goals, as determined by the TP Council, within sixty (60) days from the  
14 commencement of the Planning Call. The TP Council shall review these  
15 submissions and determine which shall be included in the TPS.

16 c) **Target Sectors and/or Economic Activities** - Within thirty (30) days  
17 from the submission of the aforementioned plans, programs, and projects,  
18 the TP Council, through the TPS Pillars, shall also identify and list target  
19 sectors, economic and investment activities, using an evidence-based,  
20 transparent, and consultative process involving public and private sectors,  
21 including existing councils created by law. The list shall include targets for  
22 the short-term (3 years or less) and medium-term (6 to 9 years).

23 d) **Development and Coverage** - The TPS shall be formulated by the TP  
24 Council within thirty (30) days after the identification of target sectors

1 and/or economic activities. The TPS shall cover a period of at least six (6)  
2 years and shall provide for mid-term updates every three (3) years.

3 **Sec. 8. Pillars of the Tatak Pinoy Strategy.** – The TPS shall include plans  
4 and programs, comparable with international best practices, which shall be organized  
5 according to the following pillars (TPS Pillars): (1) human resources; (2)  
6 infrastructure; (3) technology and innovation; (4) investments; and (5) sound  
7 financial management.

8 Under each TPS Pillar, the TP Council shall identify relevant public-private  
9 initiatives and the government support or assistance to be provided per targeted  
10 sector or economic activity.

11 a) **Human Resources** – The TP Council, in coordination with the Inter-agency  
12 Council for Development and Competitiveness of Philippine Digital  
13 Workforce, the Philippines Qualifications Framework National Coordinating  
14 Council (PQF-NCC), the Philippine Skills Framework Initiative of the DTI,  
15 and the Department of Migrant Workers, shall develop a roadmap in close  
16 consultation with the academe and industry: *Provided*, That said roadmap  
17 shall ensure that there is adequate and skilled human resources to realize  
18 the national priorities and strategic goals and support the target sectors and  
19 economic activities identified in the TPS: *Provided, further*, That said  
20 roadmap will promote academe-industry linkage to develop programs that  
21 will match the demands of the industry: *Provided, furthermore*, That the  
22 roadmap shall include different modalities for training, skills development,  
23 upskilling, reskilling, and lifelong learning to be implemented by both public

1 and private sectors: *Provided, finally*, That the roadmap developed under  
2 this subsection shall be harmonized with existing human resource capacity  
3 building roadmaps mandated under other laws.

4 b) **Infrastructure** – The TP Council shall coordinate with the Committee on  
5 Infrastructure (InfraCom) of the NEDA Board, the Department of Education  
6 (DepEd), the Department of Environment and Natural Resources (DENR),  
7 the Department of National Defense (DND), and the Philippine Space  
8 Agency (PhilSA) to identify the infrastructure programs and requirements  
9 that will fulfill the national priorities and strategic goals and support the  
10 target sectors and economic activities identified in the TPS.

11 c) **Technology and Innovation** – The TP Council shall coordinate with the  
12 National Innovation Council (NIC), the PhilSA, state universities and colleges  
13 (SUCs), local universities and colleges (LUCs), private universities and  
14 colleges with reputable track record in scientific and technological research,  
15 and relevant industry groups, to ensure that the TPS and the National  
16 Innovation Agenda and Strategy Document (NIASD), in accordance with  
17 Republic Act No. 11293 otherwise known as “the Philippine Innovation Act”  
18 are harmonized.

19 d) **Investments** – The TP Council shall coordinate with the Department of  
20 Trade and Industry-Board of Investments (BOI) to incorporate Tatak Pinoy  
21 investment activities and projects in the Strategic Investments Priority Plan  
22 (SIPP). To this end, all Tatak Pinoy investment activities and projects duly  
23 identified in the TPS are hereby included in the investment priority sector.

1 For purposes of entitlement to fiscal incentives under Title XIII of the  
2 National Internal Revenue Code (NIRC), as amended, Tatak Pinoy programs  
3 and plans shall comply with the specific qualification requirements or  
4 conditions for a particular sector or industry and other limitations according  
5 to Section 300 of the NIRC: *Provided*, That no project or activity shall be  
6 allowed to avail of fiscal incentives unless such project or activity is included  
7 in the SIPP.

8 The TP Council shall likewise coordinate with the Inter-agency  
9 Investment Promotion Coordination Committee, and the Fiscal Incentives  
10 Review Board (FIRB) to ensure that investment promotion and facilitation  
11 efforts of the country are aligned with the TPS.

12 e) ***Sound Financial Management*** – The TP Council shall coordinate with  
13 the Development Budget Coordination Committee (DBCC) to ensure that  
14 programs and projects for the enhancement of the capabilities of domestic  
15 enterprises to produce and offer increasingly sophisticated products and  
16 services shall be included in the expenditure priorities and the national  
17 government fiscal program.

18 ***Sec. 9. Integration of the Tatak Pinoy Strategy.*** – The TP Council shall  
19 ensure that the TPS is incorporated in the government’s sectoral plans, programs, and  
20 projects by prescribing standards, guidelines, compliance, and accountability  
21 mechanisms.

22 ***Sec. 10. Automatic Review and Update.*** – The TP Council, with support  
23 from the TP Council Secretariat established within the DTI under Section 6, shall



1 perform an annual review of the TPS and its implementation, as provided under this  
2 Act, in accordance with the monitoring and evaluation policies and guidelines of the  
3 agency. To ensure responsiveness to market conditions, the TPS shall be subject to  
4 amendment or revision every three (3) years unless there are supervening events that  
5 require an earlier amendment or modification.

6 **Sec. 11. Reportorial Requirement.** – In order to fully monitor and measure  
7 the implementation of the TPS, the following reports shall be submitted:

8 a) **Stakeholder Reports** – All departments, agencies, government  
9 instrumentalities, relevant LGUs and participating private sector proponents  
10 mandated to implement the TPS shall submit periodic reports to the TP  
11 Council. Such reports shall then be collated, reviewed, validated, and  
12 analyzed by the secretariat established within the DTI under Section 6, and  
13 will form part of the annual accomplishment report which shall be submitted  
14 by the TP Council. The frequency of submissions of the agency reports shall  
15 be included in the implementing rules and regulations.

16 b) **Annual Accomplishment Reports** – The TP Council shall submit an  
17 annual accomplishment report to the President of the Philippines, the  
18 Senate President, the Speaker of the House of Representatives, and the  
19 Chairpersons of the Senate Committees on Finance, and Trade and  
20 Industry, and the House Committees on Appropriations, and Trade and  
21 Industry which shall include, among others, the results of the policies and  
22 programs initiated by the TP Council as an inter-agency body to implement  
23 the TPS, on a per pillar basis, as well as other matters related to the exercise

1 of its functions as enumerated under this Act: *Provided*, That the annual  
2 accomplishment report shall be submitted on or before the 30<sup>th</sup> of June of  
3 the succeeding year, after its establishment, and annually thereafter. The  
4 report shall also be made available to the general public.

5 **Sec. 12. Domestic Preference.** – In government procurement activities,  
6 preference and priority shall be given to domestically-produced and manufactured  
7 products, supplies, and materials which meet the specified or desired quality:  
8 *Provided*, That all agencies of the government, including all government  
9 instrumentalities, shall strictly adhere to and be in accordance with the domestic  
10 preference rules provided under R.A. No. 9184, its IRR, GPPB guidelines, and DTI  
11 guidelines on certification of domestic bidder preference: *Provided, further*, That the  
12 preference herein established may be waived should any of the following conditions  
13 be present: (a) where domestic production is insufficient or unavailable in the required  
14 commercial quantities; (b) where the specified or desired quality is not met; (c) where  
15 domestic preference will result in inconsistencies with the Philippines' obligations  
16 under international agreements; and (d) other analogous circumstances: *Provided*,  
17 *finally*, That domestic preference under this Act shall extend only to Philippine  
18 products and services in sectors and economic activities covered by the TPS.

19 **Sec. 13. Access to Financing.** – The government, through government  
20 financial institutions (GFIs), shall ensure the availability of credit to domestic  
21 enterprises through innovative financing mechanisms including, but not limited to, the  
22 provision of low interest or flexible term loan programs, credit guarantee programs,  
23 and the development of other modes of financing such as leasing and venture capital

1 activities, which will enable these enterprises, especially MSMEs, to expand their  
2 businesses, perform necessary technology upgrades and other related capacity  
3 building activities leading to more sophisticated products and services: *Provided, That,*  
4 the Landbank of the Philippines, the Development Bank of the Philippines, the  
5 Philippine Guarantee Corporation, and the Small Business Corporation shall expand  
6 their respective loan and guarantee programs to accommodate domestic enterprises  
7 that are producing and/or providing services that is covered by the Tatak Pinoy  
8 Strategy: *Provided, Further,* That private banks and financial institutions are likewise  
9 encouraged to provide equivalent financing mechanisms.

10 **Sec. 14. Market Access Facilitation.** – The TP Council shall provide the  
11 necessary support and assistance to ensure that Tatak Pinoy products and services  
12 are provided access to both the domestic and international markets: *Provided, That*  
13 in the promotion of market access, the DTI and other market and promotion agencies  
14 shall integrate the Tatak Pinoy products and services in existing marketing plans  
15 including, but not limited to, international exhibitions and establishment of hubs in  
16 tourist destinations, including their ports of entry and other high-traffic retail areas.

17 To guarantee market quality, Tatak Pinoy products and services shall conform  
18 with existing product standards and technical regulations, where appropriate. The  
19 DTI, in coordination with other relevant agencies, shall formulate guidelines on  
20 branding, packaging, and marketing of Tatak Pinoy products and services.

21 **Sec. 15. Information Dissemination and Awareness Campaign.** – To  
22 ensure broad buy-in and acceptance, the TP Council, in coordination with the  
23 Philippine Information Agency (PIA), embassies, permanent missions, the Manila

1 Economic and Cultural Office, commercial attachés of the Foreign Trade Service Corps  
2 of the DTI abroad and other relevant government agencies and higher education  
3 institutions (HEIs), shall ensure that the goals and objectives of the TPS are  
4 communicated through a nationwide and international information dissemination and  
5 awareness campaign.

6 **Sec. 16. *Implementing Rules and Regulations.*** – Within sixty (60) days  
7 from the effectivity of this Act, the DTI together with the TP Council shall formulate  
8 and prescribe, after public consultations, the implementing rules and regulations and  
9 other issuances necessary for the effective and expeditious implementation of this  
10 act. The non-promulgation of the rules and regulations provided under this section  
11 shall not prevent the immediate implementation of this Act upon effectivity.

12 **Sec 17. *Appropriations.*** – The amount necessary for the initial  
13 implementation of this Act shall be charged against the current year’s appropriations  
14 of the agencies concerned, subject to existing budgeting, accounting, and auditing  
15 laws, rules, and regulations. Thereafter, such sums as may be necessary for the  
16 continued implementation of this Act shall be included in the budgets of the concerned  
17 NGAs under the annual General Appropriations Act.

18 **Sec. 18. *Separability Clause.*** - If any part or provision of this Act is declared  
19 unconstitutional, the remainder of this Act or any affected thereby shall remain in  
20 force and effect.

21 **Sec. 19. *Repealing Clause.*** – Sections 2 and 3 of Commonwealth Act No.  
22 138, insofar as it restricts the definition of domestic products to those substantially

1 from articles, materials or supplies of the growth, production or manufacture of the  
2 Philippines, are hereby repealed.

3 Any other provision of laws, orders, agreements, rules, or regulations contrary  
4 to and inconsistent with this Act is hereby repealed, amended or modified accordingly.

5 **Sec. 20. Effectivity** - This Act shall take effect fifteen (15) days after its  
6 publication either in the *Official Gazette*, or in at least two (2) newspapers of general  
7 circulation.

*Approved,*