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INTRODUCED BY SENATOR VILLAR

RESOLUTION

URGING THE SENATE COMMITTEE ON TRADE AND COMMERCE AND OTHER APPROPRIATE COMMITTEES, TO CONDUCT AN INQUIRY, IN AID OF LEGISLATION, ON THE PLIGHT OF THE PHILIPPINES' CREATIVE INDUSTRY WITH THE END IN VIEW OF PROMOTING ITS GROWTH AND DEVELOPMENT

Whereas, as early as the 1980s, many governments, such as Britain, recognized the emergence of a new economy characterized by the output of human activities and not machines, termed creative industries;

Whereas, creative industries have been attracting a great deal of attention worldwide in the last decade, and are now considered as major drivers in economic development;

Whereas, recognizing the potential of our local creative industry, the Department of Trade and Industry (DTI) spearheaded the creation of the Creative Industry Task Force in 2005, with the Cultural Center of the Philippines, National Commission for Culture and the Arts (NCAA), Department of Foreign Affairs (DFA), Center for International Trade, Expositions and Missions (CITEM) and the British Council as partners;

Whereas, the Creative Industry Task Force aims to harness the country's creative talent and knowledge to fuel activity in the whole spectrum of the economy – from manufacturing to services¹;

Whereas, the task force defined the creative industry as consisting of those economic activities that capitalize on creativity and cultural content, producing goods and services with cultural and social value;

Whereas, the Philippines' creative industry covers six major sectors, namely: Performing Arts; Literature and Publishing; Visual Arts, Crafts and Design; Architecture and Allied Arts; Film, Broadcast Arts and New Media; and Cultural Heritage and Cultural Activities;

Whereas, according to a United Nations Development Program report, the Philippines' creative industries contributed 4.92 percent to the gross domestic product (GDP) and employed 11.1 percent of the labor force in 2005;

¹ http://handicraft.alcive.tw/info_e/participate_ph.asp

Whereas, in New York City, the creative workforce provided the strongest area of economic activity, growing by 13.3 percent from 1998 to 2002, with 32,000 jobs added, compared to the 6.5 percent increase of the city's overall job total;

Whereas, Korea is the perfect example of a country that capitalized on its creative industry to boost the economy, with its Korean telenovelas, medicine and even cuisine;

Whereas, Singapore has already drafted a plan for its creative industry ten years ago to counter the onslaught of mass manufacturing from China;

Whereas, CCP president Nestor Jardin noted that the Philippines must be the only country in Asia that did not recognize its creative industry: Now therefore be it

RESOLVED, as it is hereby resolved, to urge the Senate Committee on Trade and Commerce and other appropriate committees, to conduct an inquiry, in aid of legislation, on the plight of the Philippines' creative industry with the end in view of promoting its growth and development.

Adopted,


MANNY VILLAR
Senator