



SIXTEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
FIRST REGULAR SESSION)

'14 MAR 24 AIO :03

SENATE

S.B. No. 2176

RECEIVED BY: *ja*

INTRODUCED BY SENATOR CYNTHIA 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 maybe because there is actually no effective and concerted efforts yet on the part of the government and stakeholders to 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.

With the Asean Economic Community (AEC) 2015 just around the corner and the advent of goods from other ASEAN countries will start proliferating our country (expectedly more than what we are used too), it is submitted that practicing the wisdom of "*Tangkilikin ang Sariling Atin*" by Filipinos becomes even more relevant.

The bill, introduced by Rep. Neri Colmenares in the House of Representatives this 16th Congress, proposes 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).

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 force¹. Therefore, it is imperative that we empower our resourceful Filipino entrepreneurs in order to promote their development and competitiveness for the upcoming AEC 2015. As vital pillar of the Philippine economy, MSMEs definitely have strong potentials to grow and significantly contribute to job generation, national development and economic advancement. The BUY PINOY, BUILD PINOY concept could be a part of the welcome initiatives to help our MSMEs thrive as we move forward towards progressive economic growth.

In view of the foregoing, the urgent passage of this bill is recommended.

Cynthia Villar
SENATOR CYNTHIA VILLAR

¹ From the Department of Trade and Industry Website, Link: www.dti.gov.ph/dti/index.php?p=321

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THE PURCHASE AND UTILIZATION OF FILIPINO PRODUCTS, LABOR AND
SERVICES

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

SECTION 1. *Short Title* – This Act shall be known as the “*Buy Pinoy, Build Pinoy Month Act.*”

SEC. 2. *State Policy.* – In line with the Constitutional mandate of the State to develop a self-reliant and independent national economy effectively controlled by Filipinos (Article II, Section 19) and to promote the preferential use of Filipino labor, domestic materials and locally produced goods, and adopt measures that help make them competitive (Article XII, Section 12), it is the policy of state to promote the growth and development of Filipino entrepreneurs, especially those involved in micro, small and medium enterprises (MSMEs) as defined by Republic Act 6977 as amended by Republic Act 8289 or the Magna Carta for Micro, Small and Medium Enterprises.

SEC. 3. *Declaration of Buy Pinoy, Build Pinoy Month.* - The month of November of every year is hereby declared as “Buy Pinoy, Build Pinoy Month” in recognition of the important role and contribution of the MSME sector to the Philippine economy and to enhance the opportunities of these enterprises to grow and significantly contribute to job generation, national development and economic advancement.

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

- a) The Department of Trade and Industry (DTI) shall be the lead agency for the implementation of this Act. The activities under this act shall be included in the annual work program and action agenda of the Micro, Small and Medium Enterprise Development Council.
- b) Activities for the Buy Pinoy, Build Pinoy Month shall include MSME trade fairs, bazaars, marketing missions, information dissemination activities, education and advocacy campaigns, and similar events featuring Filipino products, manufactures, inventions, technologies and resources and shall be conducted in all national government agencies as well as cities and municipalities in the country.
- c) A National Trade Fair shall be held for at least two (2) weeks in November of every year with the participation limited to Filipino producers, service providers, and products, *Provided*, That the said Fair shall be held simultaneously in locations in Luzon, Visayas and Mindanao.
- d) The Philippine Information Agency, in coordination with the DTI, shall formulate and implement a nationwide information and advocacy campaign for the Buy Pinoy, Build Pinoy Month activities.
- e) The private sector is encouraged to conduct similar initiatives as those enumerated in this Act.

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

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

Approved,