


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



Senate  
Office of the Secretary

'16 JUL 20 P5:17

SENATE

RECEIVED BY: 

Senate Bill No. 721

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Introduced by **SENATOR CYNTHIA A. VILLAR**

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**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 are 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 strengthen the Philippine economy.

With the start of the Asean Economic Community (AEC) last year and the expected proliferation of more goods from other ASEAN countries, it is submitted that practicing the wisdom of "*Tangkilikin ang Sariling Atin*" becomes even more relevant.

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.

This measure is a bill refiled from the 15<sup>th</sup> Congress. It was first introduced at the House of Representatives during the 15<sup>th</sup> Congress by Rep. Neri Colmenares, who graciously allowed the undersigned to file its counterpart in the Senate.

Hence, I recommend the approval of this bill.

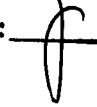
  
CYNTHIA A. VILLAR

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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 of  
4 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  
15 Philippine economy and to enhance the opportunities of these enterprises to grow  
16 and contribute more meaningfully to job generation, national development and  
17 economic advancement.

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

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

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

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

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

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

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

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

32           *Approved,*