



S E N A T E

S. No. 2426

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PREPARED BY THE COMMITTEE ON FINANCE WITH SENATORS  
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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  
2   the “Tatak Pinoy (Proudly Filipino) Act”.

3           SEC. 2. *Declaration of Policy.* – It is hereby declared  
4   the policy of the State to encourage, support, and promote  
5   the production and offering of Philippine products and  
6   services of increasing diversity, sophistication, and quality

1 by domestic enterprises that are globally competitive.  
2 Pursuant to Article XII, Section 1 of the 1987 Constitution  
3 emphasizing the promotion of “industrialization and full  
4 employment based on sound agricultural development and  
5 agrarian reform, through industries that make full and  
6 efficient use of human and natural resources, and which  
7 are competitive in both domestic and foreign markets,” the  
8 State hereby adopts the following policies:

9 (a) In collaboration with the private sector, the State  
10 shall continuously support domestic enterprises in  
11 producing and offering products and services of increasing  
12 sophistication, taking into consideration sustainable  
13 production practices and the use and adoption of green  
14 technologies. This shall include employment generation,  
15 safe working environment, and supply-chain management  
16 in the formulation of long-term sustainability criteria;

17 (b) The State shall encourage the continuous  
18 improvement, expansion, and diversification of the

1 productive capabilities of domestic enterprises and their  
2 linkages with local, regional, and global value chains;

3 (c) The State shall ensure that its initiatives to  
4 support domestic enterprises are market-driven or are in  
5 anticipation of future market demand;

6 (d) The State shall identify business models,  
7 business sectors, market segments, and product  
8 opportunities for domestic enterprises to target and gain  
9 comparative or competitive advantage in. Towards this  
10 end, the State shall employ complementary strategies,  
11 including, but not limited to, targeted sectoral and firm-  
12 level support programs, with economic and evidence-based  
13 methods including, but not limited to, analysis of the  
14 country's product space, and of rankings in economic  
15 complexity indices;

16 (e) To elicit pride for Philippine products and  
17 services, and to ensure adequate and steady supply of  
18 highly skilled and adaptive workforce, the State shall  
19 develop and promote the knowledge, skill, ingenuity,

1 creativity, and innovativeness of Filipino workers,  
2 craftsmen, laborers, entrepreneurs, and professionals;

3 (f) The State shall promote and safeguard the quality  
4 of Philippine products and services in both the domestic  
5 and global market, as means for encouraging economic  
6 growth and consumer and business confidence in  
7 Philippine industries;

8 (g) The State shall give preference and priority in the  
9 procurement of Philippine products and services in  
10 accordance with applicable laws on government  
11 procurement. Towards this end, the Tatak Pinoy Council  
12 (TP Council) shall formulate metrics on how government  
13 agencies and instrumentalities can give preference and  
14 priority to Philippine products and services;

15 (h) The State recognizes the complementary roles of  
16 the public and private sector, including the academe,  
17 domestic industries, and civil society, in generating high-  
18 paying jobs; pursuing economic development; and co-  
19 creating solutions to the country's biggest challenges. As

1 such, the State shall actively seek out close partnerships  
2 with the private sector and endeavor to jointly develop,  
3 finance, implement, and continuously improve a  
4 nationwide strategy for supporting domestic enterprises;

5 (i) The State recognizes the crucial role scientific and  
6 technological innovation as well as human capital  
7 development play in economic growth and development.  
8 As such, the State shall implement plans, programs, and  
9 projects that continuously improve the country's  
10 education and training system; ensure better technology  
11 transfer among enterprises, the academe, and government  
12 institutions; encourage the generation and sharing of new  
13 scientific and technological knowledge through research  
14 and development (R&D); facilitate the commercialization  
15 of R&D outputs; and bridge the gap between innovation  
16 and market-ready solutions; and

17 (j) In pursuit of inclusive economic growth and  
18 development, the State shall ensure that public  
19 expenditures to support domestic enterprises are

1 equitably spread across the country, including those in the  
2 fourth, fifth, and sixth class provinces and municipalities,  
3 and elevate and develop the skills and provide  
4 opportunities for disadvantaged sectors and vulnerable  
5 and marginalized groups such as, but not limited to, the  
6 urban poor, subsistence farmers and fisherfolk,  
7 indigenous communities, persons with disabilities  
8 (PWDs), women, and micro, small and medium-sized  
9 enterprises (MSMEs), enabling them to engage in more  
10 complex economic activities.

11 SEC. 3. *Definition of Terms.* – For the purposes of this  
12 Act, the following terms shall mean:

13 (a) *Economic complexity* refers to the measure of the  
14 productive capabilities and know-how of a specific  
15 geographical area, such as a country, region, province, city,  
16 or municipality, which is calculated based on the diversity  
17 of goods and services produced within and exported from  
18 that geographical area, and their ubiquity, which refers to

1 the number of other geographical areas that are able to  
2 produce them;

3 (b) *Philippine products and services* refer to local  
4 goods, articles, materials, supplies, services, and intangible  
5 products which may be:

6 (1) Unmanufactured goods, articles, materials or  
7 supplies wholly obtained or produced in the Philippines;

8 (2) Any good, article, material, and supplies  
9 produced, manufactured or assembled in the Philippines  
10 which has a minimum local content as may be determined  
11 by the TP Council;

12 (3) Services, which refer to the delivery of value or  
13 intangible acts or uses through high-level skills, expertise, labor,  
14 or some form of knowledge-, technology- or process-intensive  
15 activities; or

16 (4) Intangible products, which refer to properties  
17 without physical existence including, but not limited to,  
18 computer software and products of the creative industry.

1           As may be necessary, the TP Council shall issue  
2 guidelines on the conditions, standards, and criteria in  
3 classifying products or services pursuant to the prevailing  
4 Tatak Pinoy Strategy (TPS).

5           (c) *Product space* refers to a type of visualization that  
6 depicts the connectedness between products based on the  
7 similarities of the know-how required to produce them. The  
8 product space visualizes the paths that countries can take  
9 to diversify the products and services they are able to  
10 produce or offer. Products are linked by their proximity to  
11 each other, which is determined by factors such as the  
12 similarity of production technologies, the use of common  
13 resources, and the transferability of skills and knowledge  
14 between industries;

15           (d) *Sophisticated* refers to the state when a product or  
16 service requires a high level of technology, human capital,  
17 competencies or know-how, and infrastructure to be  
18 produced or offered;



1           (e) *Sophistication* refers to the level of technology,  
2 human capital, competencies or know-how, and  
3 infrastructure required for a product or service to be  
4 offered by an economy like that of the Philippines; and

5           (f) *Technology transfer* refers to the process by which  
6 one party systematically transfers to another party the  
7 knowledge and/or technology for the manufacture of a  
8 product, the application of a process, or rendering of a  
9 service, which may involve the transfer, assignment or  
10 licensing of Intellectual Property Rights (IPRs), consistent  
11 with the Philippines' obligations under international  
12 agreements.

13           SEC. 4. *Tatak Pinoy Council*. – There is hereby  
14 created a Tatak Pinoy Council, herein referred to as the  
15 'TP Council', with the Secretary of Trade and Industry as  
16 the Chairperson, and the Secretary of the National  
17 Economic and Development Authority, and the Secretary  
18 of Finance, both as Vice-Chairpersons. The Secretaries of  
19 Agriculture, Budget and Management, Education,

1 Environment and Natural Resources, Information and  
2 Communications Technology, the Interior and Local  
3 Government, Labor and Employment, Public Works and  
4 Highways, Science and Technology, Tourism, Migrant  
5 Workers, the Director General of the Technical Education  
6 and Skills Development Authority, the Chairperson of the  
7 Commission on Higher Education, the National  
8 Statistician of the Philippine Statistics Authority, and four  
9 (4) private sector representatives will serve as members:  
10 *Provided*, That the respective heads of agencies may  
11 designate their representatives whose rank shall not be  
12 lower than an Assistant Secretary: *Provided, further*, That  
13 the private sector representatives shall be appointed by the  
14 President of the Philippines for a term of three (3) years,  
15 and may be reappointed only once, from the nominees  
16 submitted by reputable business groups, academic  
17 institutions, or associations with national representation:  
18 *Provided, finally*, That the President shall have the power  
19 to expand the public sector members of the TP Council in  
20 order to fully achieve the objectives of this Act.

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

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

1 (a) Formulate the multi-year TPS in accordance with  
2 Sections 7 and 8 of this Act and the necessary guidelines  
3 and issuances mandated under this Act;

4 (b) Ensure timely compliance of government  
5 instrumentalities and private sector stakeholders with the  
6 Planning Call, as described in Section 7 of this Act,  
7 through a robust information dissemination and awareness  
8 campaign;

9 (c) Coordinate with national government agencies  
10 (NGAs), local government units (LGUs), existing councils  
11 created by law, local development agencies, and other  
12 government instrumentalities to ensure that their  
13 respective development plans, policies, and programs are  
14 harmonized towards promoting the diversification and  
15 sophistication of Philippine products and services offered  
16 by domestic enterprises, whether exported or consumed  
17 locally, avoiding overlaps and ensuring synergy in these  
18 plans, programs and policies;

1           (d) Ensure that plans under the TPS are  
2 implemented well, and in accordance with the objectives of  
3 this Act;

4           (e) Make an inventory of existing policies, programs,  
5 and projects related to the TPS, and mandate specific  
6 departments and agencies to address gaps and challenges  
7 in their respective areas of responsibility constraining the  
8 competitiveness, sophistication, and diversification of  
9 Philippine products and services, and require the  
10 concerned agency heads or their duly authorized  
11 representatives to submit progress reports on the actions  
12 and initiatives taken to resolve these gaps and challenges  
13 at the soonest possible time;

14           (f) Encourage and support LGUs, regional  
15 development councils (RDCs), local development agencies,  
16 other public sector instrumentalities or clusters that are  
17 subnational in scope and coverage, local chambers of  
18 commerce, and other reputable private sector groups with  
19 subnational constituencies, to pursue plans, programs, and

1 projects that enhance the diversity and sophistication of  
2 Philippine products and services offered by domestic  
3 enterprises, as means for spreading economic growth and  
4 ensuring more equitable and inclusive development across  
5 the country;

6 (g) Ensure the equitable spread of public  
7 expenditures relevant to the fulfillment of the objectives of  
8 this Act, and formulate the necessary guidelines for  
9 measuring and monitoring thereof, pursuant to Section 2  
10 hereof;

11 (h) Ensure that LGUs incorporate or adopt the TPS  
12 in their respective local development plans, as may be  
13 applicable, through the Department of the Interior and  
14 Local Government (DILG);

15 (i) Monitor, evaluate, and periodically review and  
16 assess the TPS and its implementation and provide policy  
17 recommendations;

18 (j) Recommend policies, processes, including  
19 reengineering of systems and procedures, in order to attain

1 diversification and sophistication of Philippine products  
2 and services;

3 (k) Propose executive issuances and legislation or  
4 amendments to Philippine laws and regulations related to  
5 industry development and promotion of the sophistication  
6 and diversification of Philippine products and services;

7 (l) Provide technical assistance and advisory  
8 opinions in the review of proposed national or local  
9 legislation, regulations, or procedures;

10 (m) Organize training, workshops, and seminars for  
11 council members and other stakeholders to enhance their  
12 understanding of issues and propose solutions tailored to  
13 the needs of enterprises, relevant to economic complexity  
14 and increasing the diversity, sophistication, and quality of  
15 Philippine products and services;

16 (n) Facilitate engagement with stakeholders,  
17 organize consultations, and ensure that a diverse range of  
18 voices are heard in the policy-making process;

1           (o) Coordinate with education agencies, relevant  
2 inter-agency bodies involved in human capital  
3 development, and industry, for the continuous  
4 improvement of the education and training system towards  
5 ensuring adequate and steady supply of highly skilled and  
6 adaptive human capital to realize the priorities and  
7 strategic goals of the prevailing TPS;

8           (p) Collaborate with reputable public and private  
9 universities, public R&D institutions, other government  
10 instrumentalities, and relevant industry stakeholders  
11 towards pursuing strategic R&D and technology transfer  
12 initiatives that are critical to implementing the TPS and  
13 achieving the objectives of this Act;

14           (q) Strengthen the development and implementation  
15 of policies that would support commercialization and  
16 transfer of technology and capacity building between  
17 agents of the economy, including multinational companies  
18 and international investors, and research institutions;



1 (r) Collaborate with relevant government  
2 instrumentalities and private sector stakeholders to  
3 implement joint initiatives for promoting and safeguarding  
4 the quality of Philippine products and services; and

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

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

14 The Executive Director IV shall be a person of proven  
15 integrity and good moral character, shall have relevant  
16 experience and practice in the fields of industry  
17 development, data-driven industrial policy, domestic  
18 and/or international trade, entrepreneurship, innovation,  
19 or any related field, and be a person of proven

1 administrative proficiency and expertise in the area of  
2 management with a minimum of five (5) years experience  
3 in an executive leadership capacity.

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

7 (a) Project managers (Salary Grade 24) for each TP  
8 Pillar;

9 (b) Financial management specialist (Salary Grade 22);

10 (c) Technical staff/project specialists (Salary Grade 18)  
11 per TP Pillar; and

12 (d) Administrative staff (Salary Grade 18).

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

17 Within one hundred twenty (120) days after the  
18 effectivity of this Act, the DTI shall determine the

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

1           The TP Council Secretariat shall have the following  
2 duties and responsibilities:

3           (a) Determine and prepare the agenda of the TP  
4 Council meetings, and prepare the minutes of each  
5 meeting;

6           (b) Serve as a venue for the initial processing and  
7 discussion of the work of the TP Council;

8           (c) Receive and prepare communications pertinent to  
9 the work of the TP Council;

10          (d) Manage and maintain the official records of the  
11 TP Council;

12          (e) Prepare reports as required by the TP Council;

13          (f) Conduct research, gather data, and provide  
14 analytical support as required by the TP Council to inform  
15 its decisions and recommendations;

16          (g) Assist in the drafting of policy recommendations,  
17 strategies, and action plans based on the TP Council's  
18 deliberations; and

1           (h) Perform other duties as may be assigned by the  
2 TP Council.

3           SEC. 7. *Tatak Pinoy Strategy*. – To achieve the  
4 objectives of this Act, a Tatak Pinoy Strategy (TPS) shall  
5 be formulated, implemented, monitored, evaluated, and  
6 continuously improved upon by the TP Council and  
7 approved by the President of the Philippines. The TPS  
8 shall outline the plan and action components for the  
9 country, and for the regions, provinces, cities,  
10 municipalities, or other subnational geographic clusters,  
11 wherever feasible, to incrementally and systematically  
12 expand and diversify the productive capabilities of  
13 domestic enterprises and empower them to produce and  
14 offer increasingly diverse and sophisticated products and  
15 services, and compete in the global market: *Provided*, That  
16 in approving the TPS, the President may only expand from  
17 existing pillars identified under this Act: *Provided, further*,  
18 That the President shall ensure coordination and  
19 collaboration among TP Council members.

1           The TPS shall be submitted for approval by the  
2 President within eight (8) months after the effectivity of  
3 this Act and is subject to mandatory review pursuant to  
4 Section 10 hereof.

5           (a) *Identification of National Priorities and Strategic*  
6 *Goals* – In line with the Philippine Development Plan  
7 (PDP) approved by the NEDA Board, the Philippine Export  
8 Development Plan (PEDP), and existing development  
9 strategies not otherwise covered in the PDP, the TP  
10 Council, within sixty (60) days from organizing the  
11 technical clusters and/or working groups under each TPS  
12 Pillar under Section 8, shall identify national priorities and  
13 strategic goals, and mandate the formulation by relevant  
14 public and private sector stakeholders of action  
15 components under each TPS Pillar for achieving these  
16 national priorities and strategic goals, pursuant to the  
17 objectives of this Act. The Procurement Service-  
18 Department of Budget and Management (PS-DBM) shall  
19 submit an annual report to the TP Council on the  
20 government agencies that procure common-use supplies

1 and equipment (CSE) items available from the PS-DBM,  
2 and non-CSE items based on the postings made by  
3 agencies at the Philippine Government Electronic  
4 Procurement System (PhilGEPS) as part of the TPS.

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

1 submissions and determine which shall be included in the  
2 TPS.

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

12 (d) *Development and Coverage* – The TPS shall be  
13 formulated by the TP Council within thirty (30) days after  
14 the identification of target sectors and/or economic  
15 activities. The TPS shall cover the same period as the PDP  
16 from which it was based on and shall be updated every  
17 three (3) years.

18 SEC. 8. *Pillars of the Tatak Pinoy Strategy*. – The TPS  
19 shall include plans and programs, comparable with



1 international best practices, which shall be organized  
2 according to the following pillars (TPS Pillars): (1) human  
3 resources; (2) infrastructure; (3) technology and  
4 innovation; (4) investments; and (5) sound financial  
5 management.

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

10 (a) *Human Resources* – The TP Council, in  
11 coordination with the Inter-Agency Council for  
12 Development and Competitiveness of Philippine Digital  
13 Workforce, the Philippines Qualifications Framework  
14 National Coordinating Council (PQF-NCC), the Philippine  
15 Skills Framework Initiative of the DTI, and the  
16 Department of Migrant Workers (DMW), shall develop a  
17 roadmap in close consultation with the academe and  
18 industry: *Provided*, That said roadmap shall ensure that  
19 there is adequate and skilled human resources to realize

1 the national priorities and strategic goals and support the  
2 target sectors and economic activities identified in the  
3 TPS: *Provided, further,* That said roadmap will promote  
4 academe-industry linkage to develop programs that will  
5 match the demands of the industry: *Provided, furthermore,*  
6 That the roadmap shall include different modalities for  
7 training, skills development, upskilling, reskilling, and  
8 lifelong learning to be implemented by both public and  
9 private sectors: *Provided, finally,* That the roadmap  
10 developed under this subsection shall be harmonized with  
11 existing human resource capacity building roadmaps  
12 mandated under other laws.

13 (b) *Infrastructure* – The TP Council shall coordinate  
14 with the Committee on Infrastructure (InfraCom) of the  
15 NEDA Board, the Department of Education (DepEd), the  
16 Department of Environment and Natural Resources  
17 (DENR), the Department of National Defense (DND), and  
18 the Philippine Space Agency (PhilSA) to identify the  
19 infrastructure programs and requirements, such as  
20 innovation infrastructure and facilities for advanced

1 research and incubation, and national and regional  
2 innovation hubs, to feature relevant advanced and  
3 emerging technology centers that will fulfill the national  
4 priorities and strategic goals and support the target sectors  
5 and economic activities identified in the TPS.

6 (c) *Technology and Innovation* – The TP Council  
7 shall coordinate with the Department of Science and  
8 Technology (DOST), National Innovation Council (NIC),  
9 the PhilSA, SUCs, LUCs, private universities and colleges  
10 with reputable track record in scientific and technological  
11 research, and relevant industry groups, to identify and  
12 advance strategic, market-driven, and customer-centric  
13 R&D activities and technology transfer initiatives that are  
14 critical to the implementation of the TPS and the  
15 achievement of the objectives of this Act: *Provided, That*  
16 the TP Council shall strengthen the development and  
17 implementation of policies that would support  
18 commercialization and transfer of technology and capacity  
19 building between agents of the economy, including  
20 multinational companies and international investors, and

1 research institutions: *Provided, further,* That the TP  
2 Council shall ensure that the TPS and the National  
3 Innovation Agenda and Strategy Document (NIASD), in  
4 accordance with Republic Act No. 11293, otherwise known  
5 as the “Philippine Innovation Act”, are aligned and  
6 harmonized.

7           (d) *Investments* – The TP Council shall coordinate  
8 with the Department of Trade and Industry-Board of  
9 Investments (BOI) to incorporate Tatak Pinoy investment  
10 activities and projects in the Strategic Investments  
11 Priority Plan (SIPP) based on measurable eligibility  
12 criteria determined by the TP Council. All Tatak Pinoy  
13 investment activities and projects duly identified in the  
14 TPS are hereby automatically included in the list of  
15 priority activities that will form part of the prevailing SIPP  
16 for the first three (3) years from the approval of the first  
17 TPS by the President of the Philippines. Thereafter, the  
18 inclusion of Tatak Pinoy activities and projects in the SIPP  
19 shall be supported by a formal evaluation process or report

1 pursuant to Section 300 of the National Internal Revenue  
2 Code (NIRC), as amended.

3           The grant, administration, and monitoring of fiscal  
4 incentives to identified Tatak Pinoy investment projects  
5 and activities under this Act shall be governed by Title  
6 XIII of the NIRC, as amended: *Provided*, That no project or  
7 activity shall be allowed to avail of fiscal incentives unless  
8 such project or activity is included in the SIPP.

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

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

1 expenditure priorities and the national government fiscal  
2 program.

3 The TP Council shall ensure that each pillar takes  
4 into consideration the environmental impact,  
5 sustainability, and intergenerational responsibility of the  
6 policies, programs, projects, and activities that are covered  
7 in the TPS.

8 The TP Council shall include, wherever it is  
9 appropriate in the TPS, interventions that encourage more  
10 responsible and sustainable consumption and production.

11 SEC. 9. *Integration of the Tatak Pinoy Strategy.* – The  
12 TP Council shall ensure that the TPS is incorporated in the  
13 government’s sectoral plans, programs, and projects by  
14 prescribing standards, guidelines, compliance, and  
15 accountability mechanisms. The TP Council, in  
16 collaboration with RDCs, LGUs, local development  
17 agencies, and other subnational geographic clusters, shall  
18 encourage the development and implementation of local  
19 components of the TPS.

1           SEC. 10. *Automatic Review and Update.* – The TP  
2 Council, with support from the TP Council Secretariat  
3 established within the DTI under Section 6, shall perform  
4 an annual review of the TPS and its implementation, as  
5 provided under this Act, in accordance with the monitoring  
6 and evaluation policies and guidelines of the agency. To  
7 ensure responsiveness to market conditions, the TPS shall  
8 be subject to amendment or revision every three (3) years  
9 unless there are supervening events that require an earlier  
10 amendment or modification.

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

14           (a) *Stakeholder Reports* – All departments, agencies,  
15 government instrumentalities, relevant LGUs and  
16 participating private sector proponents mandated to  
17 implement the TPS shall submit periodic reports to the TP  
18 Council. Such reports shall then be collated, reviewed,  
19 validated, and analyzed by the secretariat established

1 within the DTI under Section 6, and will form part of the  
2 annual accomplishment report which shall be submitted by  
3 the TP Council. The frequency of submissions of the agency  
4 reports shall be included in the implementing rules and  
5 regulations.

6 (b) *Annual Accomplishment Reports* – The TP  
7 Council shall submit an annual accomplishment report to  
8 the President of the Philippines, the Senate President, the  
9 Speaker of the House of Representatives, and the  
10 Chairpersons of the Senate Committees on Finance, and  
11 Trade, Commerce and Entrepreneurship, and the House  
12 Committees on Appropriations, and Trade and Industry  
13 which shall include, among others, the results of the  
14 policies and programs initiated by the TP Council as an  
15 inter-agency body to implement the TPS, on a per pillar  
16 basis, as well as other matters related to the exercise of its  
17 functions as enumerated under this Act: *Provided*, That  
18 the annual accomplishment report shall be submitted on or  
19 before the 30<sup>th</sup> of June of the succeeding year, after its



1 establishment, and annually thereafter. The report shall  
2 also be made available to the general public.

3       SEC. 12. *Domestic Preference.* – In government  
4 procurement activities, preference and priority shall be  
5 given to Philippine products and services in sectors and  
6 economic activities covered by the prevailing TPS subject  
7 to the margin of preference to be determined by the TP  
8 Council which should not be lower than the current fifteen  
9 percent (15%) margin of preference: *Provided*, That for  
10 those not covered by the prevailing TPS, all government  
11 agencies and instrumentalities shall strictly adhere to the  
12 domestic preference rules provided under Republic Act  
13 No. 9184, otherwise known as the “Government  
14 Procurement Reform Act”, and its implementing rules and  
15 regulations: *Provided, further*, That the preference herein  
16 established may be waived should any of the following  
17 conditions be present: (a) where domestic production is  
18 insufficient or unavailable in the required commercial  
19 quantities; (b) where the specific or desired quality is not  
20 met; (c) where domestic preference will result in

1 inconsistencies with the Philippines' obligations under  
2 international agreements; or (d) other analogous  
3 circumstances.

4       SEC. 13. *Access to Financing.* – The government,  
5 through government financial institutions (GFIs), shall  
6 ensure the availability of credit to domestic enterprises  
7 through innovative financing mechanisms including, but  
8 not limited to, the provision of low interest or flexible term  
9 loan programs, credit guarantee programs, and the  
10 development of other modes of financing such as leasing  
11 and venture capital activities, which will enable these  
12 enterprises, especially MSMEs, to expand their businesses,  
13 perform necessary technology upgrades and other related  
14 capacity building activities leading to more sophisticated  
15 products and services: *Provided,* That the Land Bank of  
16 the Philippines (LBP), the Development Bank of the  
17 Philippines (DBP), the Philippine Guarantee Corporation  
18 (PHILGUARANTEE), and the Small Business Corporation  
19 (SBCorp) shall expand their respective loan and guarantee  
20 programs to accommodate domestic enterprises that are

1 producing and/or providing services that are covered by the  
2 TPS: *Provided, further,* That private banks and financial  
3 institutions are likewise encouraged to provide equivalent  
4 financing mechanisms.

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

16       To guarantee market quality, Philippine products and  
17 services shall conform with existing product standards and  
18 technical regulations, where appropriate. The DTI, in  
19 coordination with other relevant agencies, shall formulate

1 guidelines on branding, packaging, and marketing of  
2 Philippine products and services.

3         SEC. 15. *Green Lanes for Tatak Pinoy Projects and*  
4 *Exports.* – The concerned national government agencies,  
5 including their regional and provincial offices, GOCCs,  
6 quasi-judicial bodies, other government instrumentalities,  
7 and LGUs involved in the issuance of permits, licenses,  
8 certifications or authorizations, shall establish a green lane  
9 within their offices in charge of expediting and  
10 streamlining the processes and requirements for the  
11 issuance of permits, licenses, certifications or  
12 authorizations of Tatak Pinoy investments duly identified  
13 in the TPS. For this purpose, the above agencies or offices  
14 shall designate an account officer for the green lane.

15         An export green lane facility shall likewise be  
16 established for qualified exporters for advanced processing  
17 and clearances of their export requirements, including the  
18 importation of critical raw materials and capital  
19 equipment, under the Bureau of Customs (BOC), Food and

1 Drug Administration (FDA), and other regulatory  
2 authorities.

3 The above agencies shall act on the applications  
4 within the prescribed processing time provided in the  
5 concerned agency or LGU's Citizen's Charter, which shall  
6 not be longer than the periods prescribed under Republic  
7 Act No. 9485, otherwise known as the "Anti-Red Tape Act  
8 of 2007", as amended.

9 SEC. 16. *Efficient Implementation of the VAT Refund.* –

10 Notwithstanding any existing rules, the Bureau of Internal  
11 Revenue (BIR) shall implement a streamlined requirement  
12 and process for faster VAT refund of entities with Tatak  
13 Pinoy-related transactions in order to avoid any cash flow  
14 concerns of any Tatak Pinoy programs, projects, or  
15 activities.

16 SEC. 17. *Information Dissemination and Awareness*

17 *Campaign.* – To ensure dissemination and policy  
18 coordination, the TP Council, in coordination with the  
19 Philippine Information Agency (PIA), embassies,

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

9       SEC. 18. *Implementing Rules and Regulations.* –

10 Within sixty (60) days from the effectivity of this Act, the  
11 DTI together with the TP Council shall formulate and  
12 prescribe, after public consultations, the implementing  
13 rules and regulations and other issuances necessary for the  
14 effective and expeditious implementation of this Act. The  
15 non-promulgation of the rules and regulations provided  
16 under this section shall not prevent the immediate  
17 implementation of this Act upon effectivity.

18       SEC. 19. *Appropriations.* – The amount necessary for  
19 the initial implementation of this Act shall be charged

1 against the current year's appropriations of the agencies  
2 concerned, subject to existing budgeting, accounting, and  
3 auditing laws, rules, and regulations. Thereafter, such  
4 sums as may be necessary for the continued  
5 implementation of this Act shall be included in the budgets  
6 of the concerned NGAs under the annual General  
7 Appropriations Act.

8       SEC. 20. *Separability Clause.* – If any part or  
9 provision of this Act is declared unconstitutional, the  
10 remainder of this Act not affected thereby shall remain in  
11 force and effect.

12       SEC. 21. *Amendatory Clause.* –

13       (a) To align with the policy of this Act to mandate  
14 preference for Philippine products and services covered by  
15 the prevailing TPS in government procurement, Section 43  
16 of Republic Act No. 9184, otherwise known as the  
17 “Government Procurement Reform Act”, and its  
18 implementing rules and regulations are hereby amended;

1           (b) To harmonize definitions on qualified Philippine  
2 products and services and the margin of preference to be  
3 determined by the TP Council for purposes of government  
4 procurement of Philippine products and services covered by  
5 the prevailing TPS, Sections 2 and 3 of Commonwealth Act  
6 No. 138 are hereby modified; and

7           (c) Any other provision of laws, orders, agreements,  
8 rules, or regulations contrary to and inconsistent with this  
9 Act is hereby amended and modified accordingly.

10           SEC. 22. *Repealing Clause.* – All laws, orders,  
11 agreements, rules, or regulations contrary to and  
12 inconsistent with this Act are hereby repealed.

13           SEC. 23. *Effectivity* - This Act shall take effect fifteen  
14 (15) days after its publication either in the *Official Gazette*  
15 or in at least two (2) newspapers of general circulation.

Approved,