

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

SEVENTEENTH CONGRESS
First Regular Session

House Bill No. **3103**

HOUSE OF REPRESENTATIVES	
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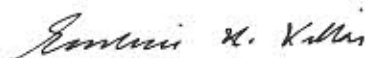
Introduced by **DIWA Party-list Representative Emmeline Y. Aglipay – Villar**

EXPLANATORY NOTE

The State has a constitutional obligation to "promote the preferential use of Filipino labor, domestic materials and locally produced goods, and adopt measures that help make them competitive."¹ This policy is not meant to provide unfair advantage, but is intended to counteract centuries of colonial mentality -- much of which is still reinforced by media even today -- that local products are inferior to those made abroad. It is also a policy that acknowledges that it is only right that the most powerful voices in the promotion of Philippines goods and services should be those of the Filipinos themselves.

To this end, this proposed bill, filed as a counterpart of Senate Bill No. 721 with the support of its author, Senator Cynthia Villar, declares November to be the annual "BUY PINOY, BUILD PINOY Month" in order to promote awareness of Filipino made products, and inculcate a love of local products in the hearts of Filipinos. The month of November has been strategically chosen due to the pattern of increased consumer spending that occurs in the run-up to the Christmas celebration in December.

Of particular emphasis will be the promotion of micro, small and medium enterprises (MSMEs), which are vital components of our nation's economy, accounting for 99.6 % of registered businesses in the Philippines and employ over 67 % of the Filipino labor force. Aggressive promotion of their products during November will hopefully elevate these businesses, and provide sustainable and well-distributed growth for our economy, while providing Filipino consumers with world-class products that benefit cost-wise from being locally sourced.



EMMELINE Y. AGLIPAY – VILLAR
Representative, DIWA Party-list

¹ Article XII, Section 12

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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

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

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

Section 2. State Policy. – In furtherance of the Constitutionally-mandated role 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 No. 6977, as amended by Republic Act No. 8289 and Republic Act No. 9501, or the Magna Carta for Micro, Small and Medium Enterprises.

Section 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 contribute more meaningfully to job generation, national development and economic advancement.

Section 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.

Section 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.

Section 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,