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DTI inks MoU with MTRCB



Department of Trade and Industry Undersecretary for Communications Maria Blanca Kim Bernardo-Lokin and Movie and Television Review and Classification Board Chairperson Diorella Maria “Lala” Sotto-Antonio forged meaningful collaboration between the DTI and MTRCB for responsible communication and viewership. The signing was held at the DTI International, Makati City on 15 November 2023.

The Department of Trade and Industry (DTI) inked a Memorandum of Understanding (MOU) with the Movie and Television Review and Classification Board (MTRCB) to forge a shared commitment in promoting effective communication campaigns in various audio-visual (AV) platforms in a ceremony at the DTI International Building, Makati City on 15 November 2023.

Under the MOU, both parties shall support each other in promoting communication campaigns of the DTI under the Office of the Undersecretary for Communications and the Responsible Viewership Campaign (Responsableng Panonood) of the MTRCB.

In her message, **DTI Undersecretary for Communications Maria Blanca Kim Bernardo-Lokin** said the MOU was meticulously crafted by both parties to ensure that this shared vision creates a lasting societal impact.

“This engagement with the MTRCB is an exciting venture for the Department as they connect to supporting our communication campaigns for various platforms, recognizing intellectual property rights and assisting us in forging partnerships with cable channels, television networks, and cinemas.

In return, DTI commits to assist in all the information campaigns of MTRCB, especially the Responsableng Panood Program,” Usec. Lokin said.

Likewise, **MTRCB Chairperson Diorella Maria “Lala ” Sotto-Antonio** highlighted DTI and MTRCB shared commitment to advancing the welfare of Filipino viewers by elevating the standards of entertainment and safeguarding consumer rights.

“Our MOU is intended to strengthen the communication campaigns of both parties to ensure that our citizens, especially the youth, are equipped with the knowledge to make informed choices regarding media content and consumer protection initiatives. As we journey to the path towards progress, let us continue to recognize that empowering Filipinos is not the sole responsibility of a single government body or sector. It is a collective endeavor and through a one government approach, we can harmonize our efforts, optimize resources, and provide services to the public that are not just efficient but also transformative,” said Chairperson Sotto.



DTI Undersecretary for Communications Maria Blanca Kim Bernardo-Lokin and MTRCB Chairperson Diorella Maria Sotto-Antonio led other officials for a photo opportunity during the ceremonial Memorandum of Understanding (MOU) signing held at the DTI International Building on 15 November 2023.

In closing, Usec. Lokin emphasized the power of media that comes with a responsibility to educate and inform as the DTI and MTRCB stand at the forefront of responsible communications and viewership. She further rallied the DTI family and partners from the MTRCB to work together in shaping Bagong Pilipinas where information is always a force for good and viewership is characterized by responsibility.

The MOU signing was joined by DTI and MTRCB officials namely, **National Development Company (NDC) Assistant General Manager Leopoldo “Rocky” Acot**, **Board of Investment (BOI)-Investments Assistance Service (IAS) Director Ernesto delos Reyes**, **Knowledge Management and Information Service-Information and Creative Services Division (KMIS-ICSD) Officer-in-Charge Annalyn J. Flores**, **DTI Special Task Force on Halal Industry Development Program Manager Aleem Siddio Guiapal**, **Export Marketing Bureau Assistant Director Jhino Ilano**, **BOI-IAS Division Chief Lubin de Vega Jr.**, **BOI-Information and Creative Division Acting Chief Faith Justine F. Balbido**, and **Philippine Economic Zone Authority (PEZA) Deputy Chief of Staff Atty. Tracy Kok**.