

DTI holds first Tatak Pinoy Council meeting



DTI Secretary Alfredo E. Pascual chairs the first Tatak Pinoy Council (TPC) meeting held at the Board of Investments (BOI) Building on 3 April 2024.

Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual led the first Tatak Pinoy Council (TPC) meeting to discuss the salient features and key initiatives under Republic Act No. 11981 or the Tatak Pinoy Act on 3 April 2024 in Makati City.

The meeting is aligned with the primary objective of Tatak Pinoy Act to enhance the productivity and competitiveness of Philippine industries in the global market and move up the global value chain.

"At last, the Philippines now, for the first time, has an official industrial policy institutionalized as a Law," Secretary Pascual said

He stressed that crucial to the implementation of this law is the formulation of the Tatak Pinoy Strategy (TPS), an integrated industrial strategy that will complement and harmonize all existing initiatives and serve as bedrock towards economic transformation.

Secretary Pascual, who also serves as TPC Chairperson, emphasized the crucial role of TPC in the crafting of TPS that is expected to have a ripple effect for future generations in building competencies, expanding product space, and advancing the sophistication of the country's goods and services.

The TPC, which serves as the policy and advisory body to the President, is mandated to formulate, implement, and monitor policies aimed at amplifying productivity and competitiveness of Philippine industries in the global market.

Facilitated by the TP Industrial Policy Program (TPIPP) Interim Secretariat, the council discussed the TPIPP work plan and the composition of the Technical Working Groups (TWGs) under the pillars: Human Resource, Infrastructure, Technology and Innovation, Investments, and the Sound Financial Management.

The council meeting was joined by **DTI Undersecretary** and **Chief-of-Staff Ana Carolina P. Sanchez, Competitiveness and Innovation Group (CIG) Undersecretary Rafaelita M. Aldaba, CIG Assistant Secretary Leonila T. Baluyut**, officials from TPC member agencies namely the Department of Agriculture (DA), Department of Budget and Management (DBM), Department of Information and Communications Technology (DICT), Department of Interior and Local Government (DILG), and representatives from the Department of Finance (DOF), National Economic and Development Authority (NEDA), and Department of Labor and Employment (DOLE).

The second council meeting is set tentatively on 15 May 2024. For more information on the said event, kindly reach out to OSEC@dti.gov.ph.