

## DTI inks the Implementing Rules and Regulations (IRR) of RA 11981 or the Tatak Pinoy Act



Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual presented the signed Implementing Rules and Regulations (IRR) of RA 11981 or Tatak Pinoy Act during the 2nd TP Council Meeting.

In photo: [Bottom, L-R] Competitiveness and Innovation Group (CIG) Undersecretary Rafaelita M. Aldaba, Secretary Pascual, and CIG Assistant Secretary Leonila E. Baluyut.

[Top, L-R] Department of Agriculture (DA) Assistant Secretary Genevieve E. Velicaria-Guevarra, Department of Interior and Local Government (DILG) Assistant Secretary Josephine Cabrido-Leysa, Department of Labor and Employment (DOLE) Undersecretary Carmela Tores, Senator Jose Eduardo "Sonny" Angara, National and Economic Development Authority (NEDA) Secretary Arsenio Balisacan, Department of Finance (DOF) Director Karla Espinosa, Department of Science and Technology – National Capital Region (DOST-NCR) Director Romelen Tresvalles, and Department of Information and Communications Technology (DICT) Director Ma. Christina Abalos-Naig.

**Department of Trade and Industry Secretary Alfredo E. Pascual** led the signing of the Implementing Rules and Regulation (IRR) of Republic Act No. 11981 or the Tatak Pinoy (Proudly Filipino) Act which aims to bolster the competitiveness and sophistication of Filipino products and services globally. The IRR was unveiled during the 2nd Tatak Pinoy (TP) Council meeting held on 22 May 2024 at Makati City.

During the ceremonial signing, **Secretary Pascual** expressed his profound gratitude for the participation of government partners, industry stakeholders, and the academe in the crafting of the IRR. In his message, he emphasized the importance of the whole-of-nation approach to achieve the goals underscored in the TP Act.

*“I look forward to collaborate with the Tatak Pinoy Council, the government agencies championing the TP Act, the private sector, and key stakeholders to implement the objectives of this law. I believe that we can achieve all our aspirations by working together for the development of the country,” Secretary Pascual said.*

*“This landmark legislation marks the new era of industrialization in the Philippines. This emphasizes the necessary steps toward positioning the country in the global arena, with quality and sophisticated products and services. May we all be instruments in strengthening Filipino-made products that we can be proud of all over the world,” he added.*

The newly signed IRR, which is set to take effect 15 days after publication, will serve as a comprehensive framework to effectively implement the TP Act which primarily aims to achieve innovation, investment promotions, and adoption and utilization of newly introduced technologies.

Likewise, it will be harmonized with government plans including the Philippine Development Plan (PDP) 2024-2028, Micro, Small and Medium Enterprise (MSME) Development Plan, Trabaho Para sa Bayan Plan, and the National Innovation Agenda and Strategy Document. It will also support the implementation of the One Town, One Product (OTOP) Philippines Act and Philippine Creative Industries Development Act (PCIDA), among others. These initiatives focus on developing and promoting distinctive products, while also empowering local entrepreneurs and innovators to improve the quality and market value of locally made products.

**CIG Undersecretary Rafaelita M. Aldaba** in her message underscored that the passing of the law and its IRR are pivotal in upscaling businesses through the use of modernized technology. With this, the establishment of the Center for AI Research (CAIR) and the Industry 4.0 Pilot Factory (I4PF) are underway and is seen as a huge leap towards innovation.

Further, Usec. Aldaba rallied to strengthen partnerships among relevant government agencies and stakeholders to address the gaps within the industry and enhance competitiveness of Filipino products and services.

Organized by the Bureau of Policy Research (BPR), the signing of the IRR was witnessed by **Senator Juan Edgardo “Sonny” Angara** who called for a unified response in achieving the goals underscored in the law.

The signing was also joined by **DTI Communications Undersecretary Jose Edgardo G. Sunico, CIG Assistant Secretary Leonila T. Baluyut**, officials from TP Council member agencies, namely the Department of Finance (DOF), National Economic and Development Authority (NEDA), Department of Agriculture (DA), Department of Budget and Management (DBM), Department of Information and Communications Technology (DICT), Department of Interior and Local Government (DILG), Department of Labor and Employment (DOLE), and Department of Science and Technology (DOST).

For further information on the Tatak Pinoy Act, you may reach out to the TP Interim Secretariat: [TatakPinoy@dti.gov.ph](mailto:TatakPinoy@dti.gov.ph) #TatakPinoy!

You may view the photos here: [TatakPinoy Signing 2024](#)