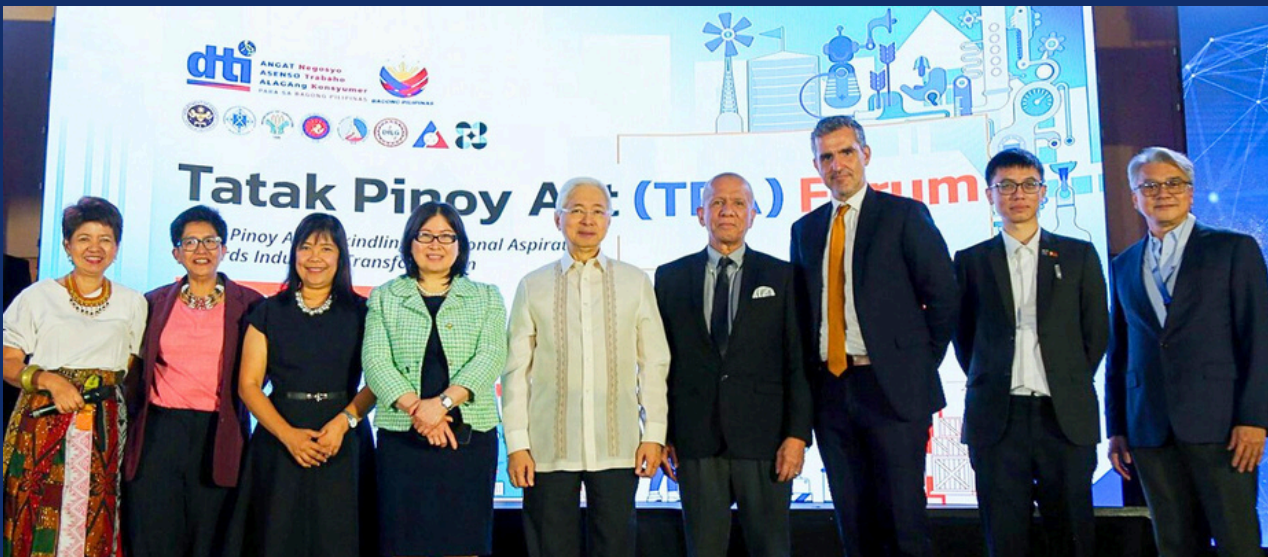


No. 29 | 26 JULY 2024

WHAT'S UP@DTI

Published by: Office of the Undersecretary for Communications, Knowledge Management and Information Service, Information and Creative Services Division

DTI launches inaugural Tatak Pinoy Act (TPA) Forum



[In Photo] L to R: Technical Education and Skills Development Authority (TESDA) Deputy Director General Nelly Nita Dillera, Department of Trade and Industry – Regional Operations Group (DTI-ROG) Assistant Secretary Grace Baluyan, DTI-Competitiveness and Innovation Group (CIG) Assistant Secretary Leonila T. Baluyut, DTI-CIG Undersecretary Rafaelita M. Albada, DTI Secretary Alfredo E. Pascual, The American Chamber of Commerce (AmCham) Committee Chair Dr. Danilo Lachica, Dr. Gonzalo Varela of the World Bank, DTI-Bureau of Policy Research and Innovation (BPRI) Supervising TIDS Mr. Emmanuel Roy Aquino, Former DTI Secretary Adrian Cristobal

The Department of Trade and Industry (DTI) convened industry leaders and stakeholders in the inaugural session of Tatak Pinoy Act (TPA) Forum on 15 July 2024 at the Philippine International Convention Center (PICC) to drive forward the implementation of Republic Act No. 1198.

Bannering the theme "Rekindling a National Aspiration Towards Industrial Transformation," the forum aimed to harness the potential of TPA to stimulate economic growth and enhance the country's global competitiveness. This served as a platform for comprehensive discussions on the law's key provisions and their impact across diverse Philippine industries.

In his keynote speech, **DTI Secretary Alfredo E. Pascual** highlighted the global preference for Filipino workers due to their skills, reliability, and dedication. *"Dahil dito, tumatak na ang Pinoy sa buong mundo kaya mayroon tayong Tatak Pinoy (This is why Filipinos have made their mark worldwide, leading to the concept of 'Tatak Pinoy'),"* he said.

On the same note, **Senator Juan Edgardo Angara**, author and principal sponsor of the Tatak Pinoy Act, emphasized the need to support local industries to prevent talent migration.

“We have a robust education policy, but many of our best talents leave for abroad. If we do not help our industries thrive, then we will be educating for migration,” Senator Angara said.

DTI Competitiveness and Innovation Group (CIG) Undersecretary Rafaelita M. Aldaba, meanwhile, emphasized the forum's role in fostering a comprehensive grasp of the law and strategically guiding inclusive industrial transformation.

“This gathering unites key champions and stakeholders from government, industry, academia, and development partners to share insights and explore strategies for effectively implementing the law’s mandate,” said Usec. Aldaba.

Led by the CIG-Bureau of Policy Research and Innovation (BPRI), the conduct of a series of TPA Fora is a component of the Tatak Pinoy Strategy Program (TPSP), a new initiative of DTI aligned with the goals of TPA. Ultimately, the goal is to transform the country's production sectors to create more quality jobs and generate globally competitive products and services.

The TPA Fora is designed to introduce stakeholders to the newly enacted law and facilitate meaningful discussion to drive engagement and understanding.

To get to know more about TPA Fora, you may visit the DTI Website at www.dti.gov.ph or visit these Facebook Pages: DTI Philippines and DTI Competitiveness and Innovation Group.