

# Office of Sen. Manny Villar

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**News Release**  
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## **Villar moves to establish a creative industry body to boost employment opportunities**

Sen. Manny Villar filed a bill that will take advantage of the natural creativity of Filipinos and create more employment opportunities for the people.

Villar, chairman of the Senate Committee on Trade and Commerce, authored Senate Bill No. 1064 or the Creative Industries Act, which seeks to establish the Creative Industries Development Council that will provide an environment conducive to the enhancement and stimulation of creativity and innovative endeavors of its people.

“Creative industries are considered one of the fastest growing sectors in the global economy today. In fact, they contribute significantly to the Gross Domestic Product of many developed countries as they capitalized on their cultural and creative industries to grow their economies,” he said.

“I recognize the potential of our various creative industries given the natural creativity of our people. This should be tapped in order to generate revenue and income, not only for its stakeholders but also for the nation as a whole,” Villar said.

Creative industry includes advertising, architecture, antique markets, crafts, design, designer fashion, film, video and photography, software, computer games and electronic publishing, music and the visual performing arts, publishing, television and radio.

Villar cited the achievements of Kenneth Cobonpue, a known furniture-maker based in Cebu, whose creations are featured in foreign films and bought by Hollywood movie stars Brad Pitt and Angelina Jolie, among others. He also lauded the success of jewelry artisan Bea Valdes and bag designer Maristela Ocampo and Amina Aranaz.

“We have more talents like them waiting to be nurtured by government support,” he said.

Villar noted that while the country produces world-renowned artists, singers, musicians, dancers, designers, among others, still the contribution of creative industries to the economy has remained insignificant.

“Likewise due to lack of incentives, financial, educational, infrastructure and technology support from the government and business sector, our local industries established through the creativity and innovativeness of Filipino entrepreneurs are not yet fully developed,” he added.

The body will be tasked to provide high quality trainings for skills and creativity development; formulate measures that shall stimulate creativity and innovations among the youths to ensure long term supply of creative talents; conduct a comprehensive mapping of individuals or groups involved in creative industries; and design practical tools to assist individual creators and creative communities to effectively use and diversify their products to be locally and globally competitive.

The proposed measure seeks to address the problem of selling the products of creative industries by mandating local government units to actively participate in the promotion of these industries in their respective locality through the assistance of the local branches of the Department of Trade and Industry nationwide.

“Nurturing and exploitation of creative industries in our country through an effective national policy could really contribute to job creation, income generation and poverty alleviation,” he said.

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