



Legal Watch

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* Agency Name

Department of Trade and Industry (DTI)

* Issuance Title

DTI consults over 300 private, public sector representative on the Tatak Pinoy seal implementing guidelines

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SUMMARY

The DTI-Tatak Pinoy Strategy Office (DTI-TPSO) conducted nationwide consultations with over 300 stakeholders from industry, MSMEs, and government to refine the implementing guidelines of the Tatak Pinoy Seal. The consultations covered nine priority sectors identified under the Tatak Pinoy Strategy, which serves as the country's industrial policy framework.

The Tatak Pinoy Seal, created under Republic Act No. 11981, will serve as a national certification mark for Philippine-made products and services that meet standards of quality, innovation, and excellence. Certified products will receive preference in government procurement, supporting domestic industries and strengthening demand for locally produced goods. The initiative covers key sectors such as IT-BPM, food processing, semiconductors, electronics, automotive, pharmaceuticals, defense manufacturing, and construction materials. The government aims to launch the certification system within the year.

ACTIONABLE ADVICE

Manufacturers and service providers should prepare to meet certification requirements by strengthening product quality standards, documentation, and compliance systems. Businesses in priority sectors should assess readiness for government procurement opportunities tied to the Tatak Pinoy Seal.

Companies may also benefit from aligning product development with innovation and local content requirements to improve eligibility for certification.

