

DIRECTING ALL GOVERNMENT AGENCIES AND INSTRUMENTALITIES, LOCAL GOVERNMENT UNITS, AND THE PRIVATE SECTOR, TO SUPPORT THE 2025 PHILIPPINE CREATIVE INDUSTRIES MONTH

MEMORANDUM CIRCULAR NO. 95, September 02, 2025

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WHEREAS, Section 2 of Republic Act (RA) No. 11904 or the "Philippine Creative Industries Development Act" declares it a policy of the State to promote and support the development of Philippine creative industries by protecting and strengthening the rights and capacities of creative firms, artists, artisans, creators, workers, indigenous cultural communities, content providers, and stakeholders in the creative industries;

WHEREAS, Section 4 of RA No. 11904 created the Philippine Creative Industries Development Council (PCIDC) to spearhead the development and promotion of the creative industries of the Philippines;

WHEREAS, Section 24 of RA No. 11904 declared the month of September of every year as the "Philippine Creative Industries Month" to promote the goods, products and services of the Philippine creative industries, and to raise awareness of their role in nation building and socioeconomic advancement;

WHEREAS, Section 24 of RA No. 11904 also mandates the Department of Trade and Industry (DTI) as Secretariat of the PCIDC, in partnership with the private sector and the academe, to ensure the successful celebration of the Philippine Creative Industries Month, and to determine the mechanisms, programs, and activities for the celebration thereof;

WHEREAS, Section 24 of RA No. 11904 directs all government agencies and instrumentalities of the National Government, including government-owned or -controlled corporations (GOCCs), local government units (LGUs), and the private sector, to extend full support to and actively participate in the programs and activities of the Philippine Creative Industries Month; and

WHEREAS, according to DTI, the 2025 Philippine Creative Industries Month, bearing the theme, "We are a Creative Nation," shall feature a variety of programs and activities intended to showcase the Filipino people's rich cultural heritage and diverse artistic expression, with the end in view of propelling the Philippines towards becoming Asia's Premier Creative Hub by 2030;

NOW, THEREFORE, the following are hereby ordered:

Pursuant to Section 24 of RA No. 11904, the PCIDC, through the DTI, shall lead the observance of the 2025 Philippine Creative Industries Month.

All departments, agencies, and instrumentalities of the National Government, including GOCCs, LGUs, and the private sector, are hereby directed to extend full support to and actively participate in the programs and activities for the celebration of the 2025 Philippine Creative Industries Month.

The funding requirements for the implementation of this Circular shall be charged against the available

appropriations of the concerned agencies, subject to pertinent budgeting, accounting, and auditing laws, rules, and regulations.

This Circular shall take effect immediately.

DONE, in the City of Manila, this 2[nd] day of September, in the year of our Lord, Two Thousand and Twenty-Five.

By authority of the President:

(SGD.) LUCAS P. BERSAMIN
Executive Secretary

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