



Office of the President

Malacañang

MEMORANDUM CIRCULAR NO. 130

DIRECTING PARTICIPATION AND INVOLVEMENT OF ALL GOVERNMENT AGENCIES AND INSTRUMENTALITIES IN THE CELEBRATION OF THE 2026 PHILIPPINE CREATIVE INDUSTRIES MONTH

WHEREAS, 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 and 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 declares the month of September of every year as the "Philippine Creative Industries Month (PCIM)" to promote the goods, products, and services of the Philippine creative industries and raise awareness of their role in nation-building and socioeconomic advancement;

WHEREAS, pursuant to the same law, the Department of Trade and Industry, as Secretariat of the PCIDC, in partnership with the private sector and the academe, shall ensure the successful celebration of the PCIM and determine the mechanisms, programs, and activities for the celebration thereof;

WHEREAS, the Philippine Development Plan 2023-2028 identifies the active promotion of tourism, culture, and the creative industries as a key strategy for reinvigorating the services sector, and recognizes the potential of the creative industries to build the distinctly Filipino brand of tourism and culture;

WHEREAS, the 2026 PCIM will be celebrated throughout the month of September with the theme, "*We Are a Creative Nation*," with programs and activities nationwide and its successful celebration will require the active participation of all concerned government agencies and instrumentalities, as well as the support of local government units (LGUs) and the private sector; and

WHEREAS, Section 17, Article VII of the Constitution vests in the President the power of control over all Executive departments, bureaus, and offices, and the mandate to ensure faithful execution of laws;

NOW, THEREFORE, the following are hereby ordered:

All national government agencies and instrumentalities, including government-owned or -controlled corporations, are hereby directed, and all LGUs and the private sector are hereby encouraged, to extend full support and cooperation in the conduct of programs and activities in the celebration of the 2026 PCIM.



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.

The Presidential Communications Office is hereby directed to promote public awareness of the programs, activities, and projects for the celebration of the 2026 PCIM.

This Circular shall take effect immediately.

DONE, in the City of Manila, this 18th day of August, in the year of our Lord, Two Thousand and Twenty-Six.

By authority of the President:



RALPH G. RECTO
Acting Executive Secretary

