

# National Tuna Plan to encourage more private fishing investment

THE National Tuna Management Plan (NTMP) will seek to encourage more private-sector investment in the tuna industry, the Bureau of Fisheries and Aquatic Resources (BFAR) said.

BFAR spokesman Nazario C. Briguera said the investment plan follows Agriculture Secretary Francisco P. Tiu Laurel, Jr.'s calls for the private sector to participate in efforts to boost food security and self-sufficiency at the recent National Tuna Conference in General Santos City.

Mr. Briguera could give no estimates of the investment

needed, but said private-sector participation "is one of the strategies identified in the National Tuna Management Plan."

The NTMP updates the National Tuna Plan of 2018, and sets growth goals for the industry between 2026 and 2030.

Mr. Laurel has also called illegal fishing a direct threat to tuna stocks.

At the National Tuna Congress in General Santos City last week, Mr. Laurel said Philippine tuna enjoys a reputation for quality, but warned that "turbulent waters" lie ahead because of climate change,

global sustainability mandates, labor issues, and the persistent threat of illegal, unreported, and unregulated (IUU) fishing," according to a statement from the Department of Agriculture (DA).

The Philippine Statistics Authority reported that tuna production rose 20.5% in 2024 to 494,047.02 metric tons. Exports rose 31% to \$514.7 million.

Overall fisheries output in the second quarter was down 2.6% year on year.

Mr. Laurel, speaking in General Santos called for united action across the entire industry,

from fishing operators, canners, exporters, and regulators, and backed science-based management of tuna stocks, tighter enforcement, better traceability, and stronger support for fisherfolk.

The latest Illegal Fishing Index — a ranking of countries' vulnerability to illegal fishing — puts the Philippines 21<sup>st</sup> out of 152 countries, with a score lower than the global average.

Republic Act No. 10654, or the Philippine Fisheries Code of 1998, restricts illegal fishing practices like explosives, poaching, and the capture of endangered species.

Mr. Briguera said fish imports scheduled for October to December are intended to offset low productivity of fisherfolk in this part of the year.

Mr. Briguera said BFAR supports the restoration of agriculture extension functions to the National Government, as proposed by Sen. Francis Pancratius N. Pangilinan.

Renationalization "will help the government deliver its services more effectively and grant farmers and fisherfolk better access to technology," Mr. Briguera said. — Andre Christopher H. Alampay



PRESIDENTIAL COMMUNICATIONS OFFICE

**MANILA  
BROADCASTING  
COMPANY**  
(doing business as **MBC MEDIA GROUP**)

## NOTICE

### 2025 Annual Stockholders Meeting

Thursday, October 02, 2025  
03:00 PM  
Elizalde Hall, MBC Bldg, CCP Complex,  
Pasay City

#### AGENDA

- Call to order
- Certification of notice or quorum
- Approval of the minutes of the annual stockholders' meeting held on October 3, 2024
- President's Report
- Approval of audited financial statements as of December 31, 2024
- Approval and ratification of the acts of the Board of Directors and Officers of the Company from the date of last Stockholders' Meeting up to October 1, 2025
- Election of Directors and Officers for the year 2025 to 2026
- Appointment of External Auditors
- Other Matters
- Adjournment

<https://www.mbcmediagroup.com>  
corp.sec@manilabroadcasting.com

# Creative industries counted on to make P2-T contribution to GDP

THE Department of Trade and Industry (DTI) is hoping to raise the creative industries' contribution to gross domestic product (GDP) to P2 trillion this year.

"I hope we can reach P2 trillion this year. We really need to push the industry," Trade Secretary Ma. Cristina A. Roque told reporters last week.

The creative economy posted an 8.7% increase in gross value added to GDP to P1.94 trillion last year, the Philippine Statistics Authority reported.

She said the DTI considers the creative industries to be a part of the economy where the Philippines holds a competitive edge.

"The creative industries are important for us because this is really where we excel, and I really believe that we must send our aces out there," she said.

"When we travel, we get a lot of good reviews; we have used a lot of creative talent to really drive trade for us. But we really feel that the creative industries are a



MAURICIO PANOY/PH

driver of trade and tourism," she added.

She noted that South Korea has been using creative industries to drive trade and tourism.

To support the industry, she said that the DTI is seeking an increased budget for the creative industries.

"How can we push the industry when we don't have a budget? They gave us only P50 million," she said.

"And then we need to also talk to the different businessmen to explore our local talent," she added.

Under the National Expenditure Program (NEP) 2026, the Malikhaing Pinoy Program has been allotted P50 million.

Among the segments being pushed by the department are gaming and animation.

"Anime and the game design are avenues where we feel we can really excel ... I realized that a lot of people are already contracting with us, but a lot of people don't know that that is also where our edge is," she added.

On Thursday, the DTI opened the five-day Malikhaing Pinoy

Expo 2025, which aims to highlight the Malikhaing Pinoy Program.

"We expect more people to know that there's a Malikhaing Pinoy Program so more people can join, more people will be aware, and more people can support," she added.

The event gathered representatives from the audiovisual media, visual arts, digital interactive media, design, performing arts, publishing, traditional cultural expressions, creative services, and cultural-site industries. — Justine Irish D. Table

## Celebrating 50 Years of Advertising Self-Regulation

### Patas na Patalastas 2025 Marks a Milestone in Ethical Advertising; Navigating New Frontiers

Manila, Philippines - 27 August 2025—The Ad Standards Council (ASC) proudly stages another landmark as the industry celebrates the second year towards the 50th Anniversary of Advertising Self-Regulation at the Rizal Ballroom of the Makati Shangri-la Hotel. Patas na Patalastas 2025, the National Summit on Fair and Progressive Advertising Self-Regulation, is a milestone industry event that marks five decades of commitment to truth, fairness, decency, and lawfulness in the advertising industry.

At the Summit, the industry reflects on its half century history of a commitment to ethical standards and responsible advertising with a shared vision of integrity and progress. This year's Patas na Patalastas builds on past discussions, setting a high bar for accountability in shaping the landscape of Philippine advertising, committing to remain responsive to evolving societal needs.

"We continue with the same purpose from last year. As communicators who reach the Filipino public, we must keep our ear to the ground. Every day, we need to remain vigilant to fulfill our mandate in protecting consumers. Today, we shall learn and exchange ideas that we will bring back to our business for the betterment of the people," said Jun Nicdao, Oversight Committee Chair.

**A Legacy of Integrity and Innovation**  
Amid significant political shifts during Martial Law in 1972, visionary leaders from both the private and public sectors came together to establish a self-regulatory body for Philippine advertising. With courage and foresight, they built a system grounded in truth, fairness, and responsibility - an act of faith on what the industry could become. Their legacy is not only a safeguard for consumers but a living testament to integrity in communication.

Today, fifty years later, that same spirit continues to inspire us to raise the bar, adapt with the times, and champion advertising that serves both people and progress.

"The truth is, both the Philippine advertising self-regulation model supported by the Ad Standards Council, as well as its Code of Ethics, have since become a global benchmark. We are what we practice. The Ad Standards Council is known to

continuously strive to adapt to shifts in consumer behavior, economic conditions, and technological advancements. We are here to learn," shares Robbie Aligada, ASC Executive Director.

The rise of digital media has transformed marketing communications, presenting new challenges such as the spread of misinformation and the need for vigilant truthfulness. Entrants to the industry include content creators, influencers, eCommerce marketeers, and online producers and channels.

"In a time when misinformation spreads fast, when children are exposed to content without filters, and when economic and social vulnerabilities can be exploited, the role of responsible advertising has never been more critical. We are not just selling products—we are shaping culture, behavior, and national identity. This summit aims to keep the discussions going to enable us to serve better," adds Bobby Barreiro, Over-all Summit Chair.

**An Industry Navigating New Frontiers**  
The 2025 Industry Summit gathers industry leaders, practitioners, and stakeholders to explore crucial topics in modern advertising:

- The Truth-Telling and Truth-Selling: Tackling the challenges of upholding honesty amid disinformation overload
- Fame, Followers and Fairness: Using influencers effectively and responsibly within advertising parameters
- Control + AI + Delete: Asking the defining boundaries of ethical, and bindings of legal considerations of AI in advertising
- Marketing with Care: Responding to concerns calling to reshape healthy choices for the next generations

"This celebration is more than a tribute to our past—it's a renewal of our purpose," said ASC Chair Golda Roldan. "In this digital age, we must be more vigilant, more responsible, and more united than ever before in championing advertising that truly serves the public good. Let this Summit empower advertisers to uphold truth and ethics as we navigate a rapidly changing world."

Join the celebration. Like, comment or share your thoughts on social media, tag us at #MaySayKaRito #PatasNaPatalastas #ascsummit2025 #asrsummit2025 #adstandardscouncil

## Budget release rate hits 95.5% at end of August

THE Department of Budget and Management (DBM) said 95.5% of the budget had been released at the end of August.

In its Status of Allotment Releases report, the DBM said P6.041 trillion of the P6.326-trillion budget has been disbursed, with P285.27 billion remaining undistributed.

The releases are behind the 96.9% pace posted at the end of August 2024.

Among government agencies, 95.9% or P3.53 trillion has been released, with a remaining balance of P152.56 billion.

The Department of Public Works and Highways (DPWH) had received P1.13 trillion by the end of August or 97.7% of its allotted funds.

The new Public Works Secretary, Vicente Dizon, and Budget Secretary Amenah F. Pangandaman have been given a two-week deadline to review the DPWH's share of the proposed P6.793-trillion 2026 National Expenditure Program after irregularities surfaced in various government flood-control programs.

Special Purpose Funds releases totaled P394.86 billion, or 74.6%, with P134.73 billion remaining undisbursed.

Automatic Appropriation releases stood at P1.90 trillion, for a 90% release rate.

These included a P1.03-trillion National Tax Allotment for local governments, P636.02 billion in interest payments, and P83.42 billion for the Block Grant.

Additionally, P134.61 billion in unprogrammed appropriations were released, with P99.98 billion directed toward foreign-assisted projects.

Despite concerns surrounding the DPWH budget, the DBM expressed confidence that the overhaul of the 2026 NEP will not derail the budget process or result in a reenacted budget. — Aubrey Rose A. Inosante



## PEZA obtains Taiwan investment pledges

THE Philippine Economic Zone Authority (PEZA) said it is expecting the entry of a number of proposed new-investment and expansion projects from Taiwan companies.

The commitments follow the Philippines-Taiwan Investment Forum, which drew around 100 representatives from Taiwan.

"The forum also served as a platform for targeted matchmaking and follow-up engagements, with investors expressing interest in opportunities across semiconductors, electronics, industrial estates, and consumer goods," PEZA said in a statement over the weekend.

Among the projects secured during the event was a \$4.3-million investment from Aromate Industries for the construction of a new facility at the LIMA Technology Center.

"This project marks the expansion of Aromate's operations in the Philippines, following the start of its commercial operations in 2024," PEZA said.

"The expanded facility will further strengthen Aromate's manufacturing footprint in air care products for both regional and global markets," it added.

Meanwhile, a Taiwan-based consumer electronics manufacturer earmarked up to a \$6-million investment in a 1-hectare site in Batangas.

The facility, which will commence operations by November, will supply global clients seeking new production bases and is expected to create around 300 jobs.

A video products manufacturer also confirmed the establishment of its first production facility in the Philippines, which export premium video products worldwide.

The company projects sales of up to \$90 million within three years, PEZA said.

Another commitment involves a global supplier of broadband and optical communication



WINSTON CHEH/UNSPLASH

equipment which will start operating a new 18,000-square-meter facility in Laguna by next year.

Meanwhile, a pioneer in surface acoustic wave and bulk acoustic wave devices is planning to transfer additional capacity to the Philippines.

"Beyond company-specific projects, the (Philippine) delegation also engaged with like-minded industrial park organizations," PEZA said.

"The meetings focused on investor briefings, cross-promotion, and investment facilitation, with both sides exchanging best practices on ecozone management, environmental systems, and talent development," it added.

In particular, the delegation met with the Linhai Industrial Park Manufacturers Association to discuss opportunities in agro-industrial ventures, electronics, and related sectors.

To date, 78 Taiwan enterprises are registered with PEZA, accounting for over P17.1 billion in investments, \$485 million in exports, and more than 26,600 jobs.

"Taiwan now ranks 8<sup>th</sup> among PEZA's top investors, with sectors spanning semiconductors and electronics, information technology, fabricated metal, rubber, plastics, paper products, and other consumer goods," PEZA said. — Justine Irish D. Table