



NEWSLETTER

Newsletter of the National Economic Protectionism Association

VOLUME 1, ISSUE 2

AUGUST 14, 2012

NEPA Pushes for Revival of Made in the Philippines Week

The National Economic Protectionism Association today called for the revitalization of the Made in the Philippines Products Week as a way to develop local industries and businesses that will provide greater employment opportunities for all.

The Made in the Philippines Products Week is an annual celebration slated every third week of August which aims to showcase the best of Philippine-made products and services through bazaars, product expos and exhibits. According to NEPA President Bayan dela Cruz, the celebration of the Made in the Philippines Week is a source of national pride for all Filipinos.



In an effort to raise awareness and support for Philippine-made products, NEPA has launched bazaars, trade exhibits and lectures on various locations.

"Amidst the deluge of imported products and services that continue to lure Filipino consumers, local manufacturers, industrialists and entrepreneurs either deteriorate or languish in obscurity. Because of the lack of support, our local industries are unable to flourish and provide jobs for our countrymen who are in turn forced to look for employment opportunities abroad.

There is an urgent need to raise awareness and increase support for the patronage of Philippine made products, primarily by the reinvigoration of the Made in the Philippines Products Week that will enable Filipinos to be acquainted with local products and services," dela Cruz declared.

However, dela Cruz cautioned against mere consumer advocacy as a palliative to the situation. "The success of this campaign requires a strong sense of nationalism and patriotism among our fellow Filipinos that will allow them to see that their consistent patronage and support of local products and services is integral towards achieving genuine economic independence and national development," dela Cruz said.

"We are calling on all Filipinos to join us in this worthwhile campaign. Let us all declare: Atin 'to, Tangkilikin, paunlarin, mahalin!" dela Cruz concluded. ###

FLOOD OF CHEAP IMPORTED PRODUCTS, AS PERILOUS AS HEAVY RAINS—NEPA

"There is a flood occurring in the Philippine economic arena, and its effects are as devastating as those brought about by torrential rains!"

This was the statement of NEPA President Bayan dela Cruz as he bemoaned the constant entry of cheap imported products into the Philippine market.

"The influx of imported goods and services has led to the spread of colonial mentality among Filipinos. Under the guise of globalization, the market has been flooded with various cheap imported products that continue to lure Filipino consumers—to the detriment of local manufacturers, industrialists and entrepreneurs who suffer from peso devaluation and skyrocketing costs of electricity, equipment and other materials necessary for production," dela Cruz said.

According to dela Cruz, such a situation has far-reaching effects on all sectors of Philippine society. Because of the lack of support, our local industries are unable to flourish

The success of this campaign requires a strong sense of nationalism and patriotism among our fellow Filipinos

and provide jobs for our countrymen who are in turn forced to look for employment opportunities abroad.

There is an urgent need to raise awareness and increase support for the patronage of Philippine made products, primarily by the reinvigoration of the Made in the Philippines Products Week that will enable Filipinos to be acquainted with local products and services," dela Cruz declared.

However, dela Cruz cautioned against mere consumer advocacy as a palliative to the situation. "The success of this campaign requires a strong sense of nationalism and patriotism among our fellow Filipinos that will allow them to see that their consistent patronage and support of local products and services is integral towards achieving genuine economic independence and national development," dela Cruz said.

"We are calling on all Filipinos to join us in this worthwhile campaign. Let us all declare: Atin 'to, Tangkilikin, paunlarin, mahalin!" dela Cruz concluded. ###