

Advisory No. 026 s. 2026

May 18, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013, this advisory is issued not for endorsement per DO 28, s. 2001, but only for the information of DepEd officials, personnel/staff, as well as the concerned public.

Schools Division Office of Imus City

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2026 TATAK PINOY PROUDLY FILIPINO EXPO

Attached is the email from Assistant Secretary Nylah Rizza D. Bautista, Supervising Head of Department of Trade and Industry (DTI) – Competitiveness and Innovation Group, inviting partners and stakeholders to the 2026 Tatak Pinoy Proudly Filipino Expo from May 25 to 27, 2026 at the SMX Convention Center Manila, Pasay City.

Please see enclosure for further information.

For information and guidance.

sgod/iham/gaso/May 18, 2026



Save the Date to the Tatak Pinoy Expo!

Tatak Pinoy Strategy Office



Step Into the Future of Proudly Filipino Creations!

The Department of Trade and Industry invites you to attend the 2026 Tatak Pinoy Proudly Filipino Expo from May 25 to 27, 2026 at the SMX Convention Center Manila in Pasay City, where you can experience, explore, and marvel at the strength of the Philippine industries powering our country's growth.



At the Expo, discover the best that the Philippines has to offer across

9 PRIORITY SECTORS!

Step Into the Future of Proudly Filipino Creations!

Greetings from the Department of Trade and Industry (DTI)!

The DTI–Tatak Pinoy Strategy Office invites you to the **2026 Tatak Pinoy Proudly Filipino Expo** from **May 25 to 27, 2026** at the **SMX Convention Center Manila in Pasay City**.

The Tatak Pinoy Program is the Administration’s flagship initiative to upgrade and modernize our industries. At its core is about strengthening what we can produce locally, supporting innovation, and helping Filipino enterprises grow—not just within the country, but in the global market.

At the Expo, you will be able to explore the breadth of Philippine industry, from the services we rely on daily to the manufacturing sectors that power long-term growth. These include: (i) Information Technology and Business Process Management (IT-BPM); (ii) Food and Agro-Processing; (iii) Cement, Steel, and Construction Materials; (iv) Semiconductors; (v) Electronics and Electrical Devices; (vi) Automotives, Electric Vehicles and Automotive Components; (vii) Pharmaceuticals, Diagnostics, and Health Products; (viii) Defense Manufacturing; and (ix) Chemicals and Industrial Inputs.

This three-day event begins with the Opening Ceremony on **25 May 2026 at 2:00 PM**, followed by activities on **26 to 27 May 2026**. More than just an exhibit, the event showcases the growth and innovation of Philippine industries and their contribution to generating jobs, strengthening local MSMEs, and promoting globally competitive products. The event will feature industry showcases, product and service demonstrations, and info sessions on government support programs for local industries and enterprises.

Through Tatak Pinoy, we are not just promoting **“Proudly Filipino”** – we are building the capabilities that make it truly world-class.

Come see firsthand the talent, ingenuity, and world-class capabilities of Filipino companies and innovators! We can’t wait to welcome you. To learn more, reach us via email at TatakPinoy@dti.gov.ph or via landline at (02) 7791-3180/(02) 7791-3239.

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[Registration Now Open] 2026 Tatak Pinoy Proudly Filipino Expo

1 message

Tatak Pinoy Strategy Office



Step Into the Future of Proudly Filipino Creations!

Dear Partners and Stakeholders,

Greetings from the Department of Trade and Industry – Tatak Pinoy Council Secretariat (DTI-TPCS).

We are pleased to inform you that registration is now open for the **2026 Tatak Pinoy Proudly Filipino Expo**, which will be held on **25–27 May 2026 at the SMX Convention Center Manila, Pasay City**.

The Expo will serve as a national platform to showcase the Multi-Year Tatak Pinoy Strategy (TPS) and how it is being translated into concrete outcomes across industries. Anchored on Republic Act No. 11981, or the Tatak Pinoy (Proudly Filipino) Act, the TPS represents the country's first national institutionalized industrial policy, aimed at strengthening domestic industries and micro, small, and medium enterprises (MSMEs) through innovation, productivity, and expanded market opportunities.

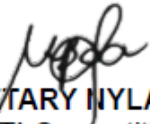
Following the Strategy's approval in October 2025 and its launch in December 2025, the Expo marks an important step in bringing Tatak Pinoy from policy to practice. It will feature selected enterprises and innovations across the nine (9) priority sectors, highlighting Filipino capabilities with strong value creation and global potential. The event will also bring together key stakeholders from government, industry, development partners, and the private sector through curated exhibits, industry dialogues, and sectoral showcases, fostering collaboration and strengthening linkages in support of industrial development.

The three-day event will formally open with the Opening Ceremony on Day 1 at 2:00 PM, followed by Expo activities throughout Days 2 and 3. More than just an exhibit, the Tatak Pinoy Expo 2026 will highlight the growth and innovation of Philippine industries and their contributions to job generation, MSME development, and the promotion of globally competitive Filipino products. The event will feature industry showcases, product and service demonstrations, and information sessions on government support programs for local industries and enterprises. You may register through the following link or by scanning the QR code below: <https://bit.ly/GenRegTPExpo2026>

We look forward to your support and participation in our 2026 Tatak Pinoy Proudly Filipino Expo.

Thank you very much.

Sincerely,



ASSISTANT SECRETARY MYLAH RIZZA D. BAUTISTA
Supervising Head, DTI-Competitiveness and Innovation Group



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