



**MEMORANDUM CIRCULAR No. 103**

*Series of 2025*

**TO : THE SENIOR DEPUTY ADMINISTRATOR, DEPUTY ADMINISTRATORS, THE REGIONAL/DEPARTMENT/PROJECT MANAGERS, DIVISION MANAGERS, AND ALL OTHERS CONCERNED**

**SUBJECT : DISSEMINATION AND IMPLEMENTATION OF OFFICE OF THE PRESIDENT MEMORANDUM CIRCULAR NO. 103, S. 2025, ENTITLED "APPROVING AND ADOPTING THE PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN 2025-2034, AND DIRECTING THE IMPLEMENTATION THEREOF"**

This Memorandum Circular is hereby issued to disseminate and enforce the provisions of Office of the President (OP) Memorandum Circular No. 103, series of 2025, which was signed on October 7, 2025, and formally Approves and Adopts the Philippine Creative Industries Development Plan (PCIDP) 2025-2034.

The PCIDP 2025-2034 serves as the national roadmap to strengthen and promote the creative industries as a major pillar of economic growth, job generation, and cultural identity, in support of the goal to position the Philippines as Asia's Premier Creative Hub by 2030.

In compliance with the OP directive, all officials and personnel concerned are hereby directed to:

1. Familiarize themselves with the Plan's objectives, strategies, and priority programs.
2. Integrate the relevant goals and initiatives of the PCIDP 2025-2034 into respective operational plans and budget proposals starting in the next planning cycle.
3. Ensure effective inter-agency and intra-departmental coordination to support the identified creative sectors (e.g., visual arts, film, music, literature, and digital creation).

The complete copy of the Philippine Creative Industries Development Plan (PCIDP) 2025-2034 can be accessed and downloaded by visiting the link: <https://www.officialgazette.gov.ph/2025/10/07/memorandum-circular-no-103-s-2025/> for immediate reference, guidance, and compliance.

For your information and guidance.

**ENGR. EDUARDO EDDIE G. GUILLEN**

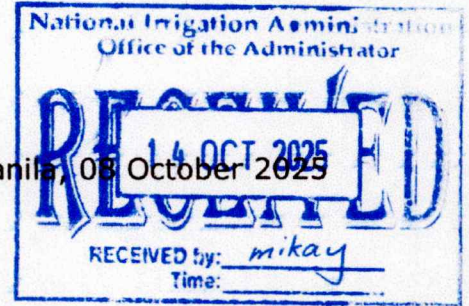
Administrator

Date 26 NOV 2025





**Office of the President**  
**Malacañang**



Manila, 08 October 2025

**ADMINISTRATOR EDUARDO EDDIE G. GUILLEN**  
National Irrigation Administration  
Edsa, Quezon City

**Sir:**

I have the honor to transmit for your information and guidance, a certified copy of Memorandum Circular No. 103 dated 7 October 2025 entitled **"APPROVING AND ADOPTING THE PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN 2025-2034, AND DIRECTING THE IMPLEMENTATION THEREOF"**.

The PCIDP 2025-2034, an annex to the said Circular, is furnished to your office through email.

Thank you.

Very truly yours,

**ATTY. LOVELY V. TOLENTINO-NAVA**  
Director IV





**Office of the President**  
**Malacañang**

**MEMORANDUM CIRCULAR NO. 103**

**APPROVING AND ADOPTING THE PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN 2025-2034, AND DIRECTING THE IMPLEMENTATION THEREOF**

**WHEREAS**, Section 2 of Republic Act (RA) No. 11904 or the "Philippine Creative Industries Development Act" declares it as 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 2 of RA No. 11904 established the Philippine Creative Industries Development Council (PCIDC) to implement a long-term plan for the development and promotion of the Philippine creative industries;

**WHEREAS**, Section 8 of RA No. 11904 mandates the PCIDC, in coordination with relevant government agencies, to formulate the Philippine Creative Industries Development Plan (PCIDP), which shall set forth the objectives, targets, strategies, and activities on the development and promotion of Philippine creative industries, to be submitted to the President for approval;

**WHEREAS**, from 2023 to 2024, the PCIDC held validation workshops and stakeholder consultations with various industry players and policymakers to formulate the PCIDP 2025-2034, and ensure that the strategies therein will help achieve the National Government's goal to position the Philippine creative industries as Asia's Premier Creative Hub by 2030;

**WHEREAS**, the PCIDC, through Resolution No. 01 (s. 2025), resolved to endorse the PCIDP 2025-2034 for the President's approval; and

**WHEREAS**, the effective implementation of the PCIDP 2025-2034 requires the active support and cooperation of all national government agencies, instrumentalities, local government units, and the private sector;

**NOW THEREFORE**, the following are hereby ordered:

The PCIDP 2025-2034, which is annexed to this Circular, is hereby **APPROVED** and **ADOPTED**.



The PCIDC, as the lead agency responsible for the development and promotion of the Philippine creative industries, shall lead the implementation of the PCIDP 2025-2034.

In accordance with their respective mandates, all departments, agencies, bureaus, and offices of the National Government, including state universities and colleges, government-owned or -controlled corporations, and government financial institutions, are hereby directed, and all local government units and the private sector are hereby encouraged to support the implementation of the PCIDP 2025-2034, as well as the programs, activities, and projects specified therein.

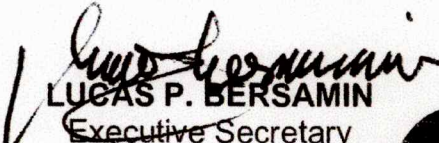
Consistent with Section 8 of RA No. 11904, the PCIDC shall review the PCIDP every three (3) years from the date of its execution.

The funding requirements necessary for the initial implementation of this Circular shall be charged against current and available appropriations of concerned agencies, subject to pertinent budgeting, accounting, and auditing laws, rules and regulations. Thereafter, the funding requirements necessary for the continued implementation of this Circular shall be included in the budget proposals of said agencies, subject to the usual budget preparation process.

This Circular shall take effect immediately.

**DONE**, in the City of Manila, this 7th day of October, in the year of our Lord, Two Thousand and Twenty-Five.

By authority of the President:

  
LUCAS P. BERSAMIN  
Executive Secretary

