

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 219

CALLING UPON THE PUBLIC AND PRIVATE SECTORS TO JOIN THE
NATION-WIDE CONSUMER EDUCATION CAMPAIGN FOR THE
VALUE-ADDED TAX.

WHEREAS, Executive Order No. 273, dated July 25, 1987,
directed the adoption of the Value-Added Tax;

WHEREAS, the Value-Added Tax was conceived to ration-
alize the system of taxing goods and services by replacing
the tax on original and subsequent sales tax and percentage
tax on certain services with a multi-stage value-added tax;

WHEREAS, the Value-Added Tax will simplify tax adminis-
tration and make the tax system more equitable;

WHEREAS, the imposition of Value-Added Tax has caused
confusion and opposition among the consumers and other sec-
tors of our society primarily due to lack of information
and the attempt of some to exploit the tax for personal
gains; and

WHEREAS, the postponement, revocation and outright
repeal of Value-Added Tax in reaction to the temporary
problems encountered will only spawn more serious and
damaging effects to the consumers and the government;

NOW, THEREFORE, I, CORAZON C. AQUINO, President of the
Philippines, by virtue of the powers vested in me by law,
do hereby:

1. Call upon all manufacturers, producers and distributors
of goods and services subject to Value-Added Tax to publish
and disseminate suggested selling prices of their products
and services in conspicuous places, newspapers and other forms
of media for the benefit of the consumers, and to update the
same from time to time so as to provide consumers leverage
and protection against exploitation;

2. Direct the Department of Trade and Industry and other
concerned departments, bureaus, offices, agencies and instru-
mentalities of government to supervise and assist the private
sector in undertaking the publication of selling prices and
in the conduct of other consumers education projects, such as
dialogues and workshops;

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3. Call upon the different chambers, associations and groups of manufacturers, traders and consumers to participate in this drive, as well as to police their own ranks; and

4. Request all of the foregoing to bring to the attention of the Office of the President any problem that needs Presidential action.

This Proclamation shall take effect immediately.

Done in the City of Manila, this 12th day of February, in the year of Our Lord, nineteen hundred and eighty-eight.

Corazon B. Aquino

By the President:

Cataling Macaraig, Jr.
CATALING MACARAIG, JR.
Executive Secretary