## **VISION**

A flourishing, professional and united film industry that produces and promotes high quality films which encourage social and cultural transformation and are viewed by a wider audience both locally and internationally

## **MISSION**

Make Philippine Cinema the preeminent instrument for the enrichment of Filipino culture and the articulation of the Filipino identity

Make Philippine Cinema a constant stimulus to self awareness and social responsibility among all sectors of society

Reinforce and expand sustainability of Philippine Cinema as art and industry