REVENUE MEMORANDUM ORDER NO. 24-2010 issued on March 15, 2010 prescribes the policies and guidelines for the development of the Industry Champion Program of the BIR.

The BIR shall develop thorough expertise in identified industries and sectors to be led by the Industry Champions. These Industry Champions shall be the principal office/person responsible for the development and dissemination of expertise and issues on identified industries and sectors, who shall be responsible for the following:

a. Tapping experts from the industry who shall assist in the identification and training of personnel;
b. Coordinating with government regulatory offices (e.g. tapping the data sources of agencies regulating industries, forging of Memoranda of Agreement);
c. Monitoring of transactions and developments from various information sources (media, internet, corporate annual reports, etc.);
d. Liaising with Industry Associations;
e. Subscribing or procuring trade publications;
f. Conducting training for BIR personnel;
g. Recommending the issuance of pertinent revenue issuances (including Revenue Audit Memorandum Order, Revenue Memorandum Order, etc.);
h. Providing inputs for the communication of tax issues and developments to various stakeholders;
i. Establishing industry benchmarks and standards for use in BIR administration and enforcement activities;
j. Attending to the concerns and matters affecting the industry;
k. Organizing tax audit task forces which shall conduct selective industry audit and monitor the results of investigation of the other taxpayers in the industry;
l. Submitting regular reports to the Commissioner of Internal Revenue and other offices; and
m. Discharging other functions to be prescribed by the Commissioner of Internal Revenue (CIR).

The identified Industry Champions shall submit a work plan of their activities for 2010 to the CIR and the Assistant Commissioner - Policy and Planning Service not later than March 31, 2010 or ten (10) days after the issuance of the RSO, whichever is later.

The BIR’s initial list of Industry Champions and the assigned offices are specified in the Order. The other industries and sectors not included in the said list shall continue to be administered following existing directions and procedures, until these are identified to be included in the Industry Champion Program.