



REPUBLIC OF THE PHILIPPINES  
ILOILO CITY GOVERNMENT

# LOCAL ECONOMIC REVITALIZATION: THE ILOILO CITY EXPERIENCE

Presented by:

**VELMA JANE C. LAO, EnP**

*CGADH II / Iloilo City LEDIP Officer*



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# Iloilo City

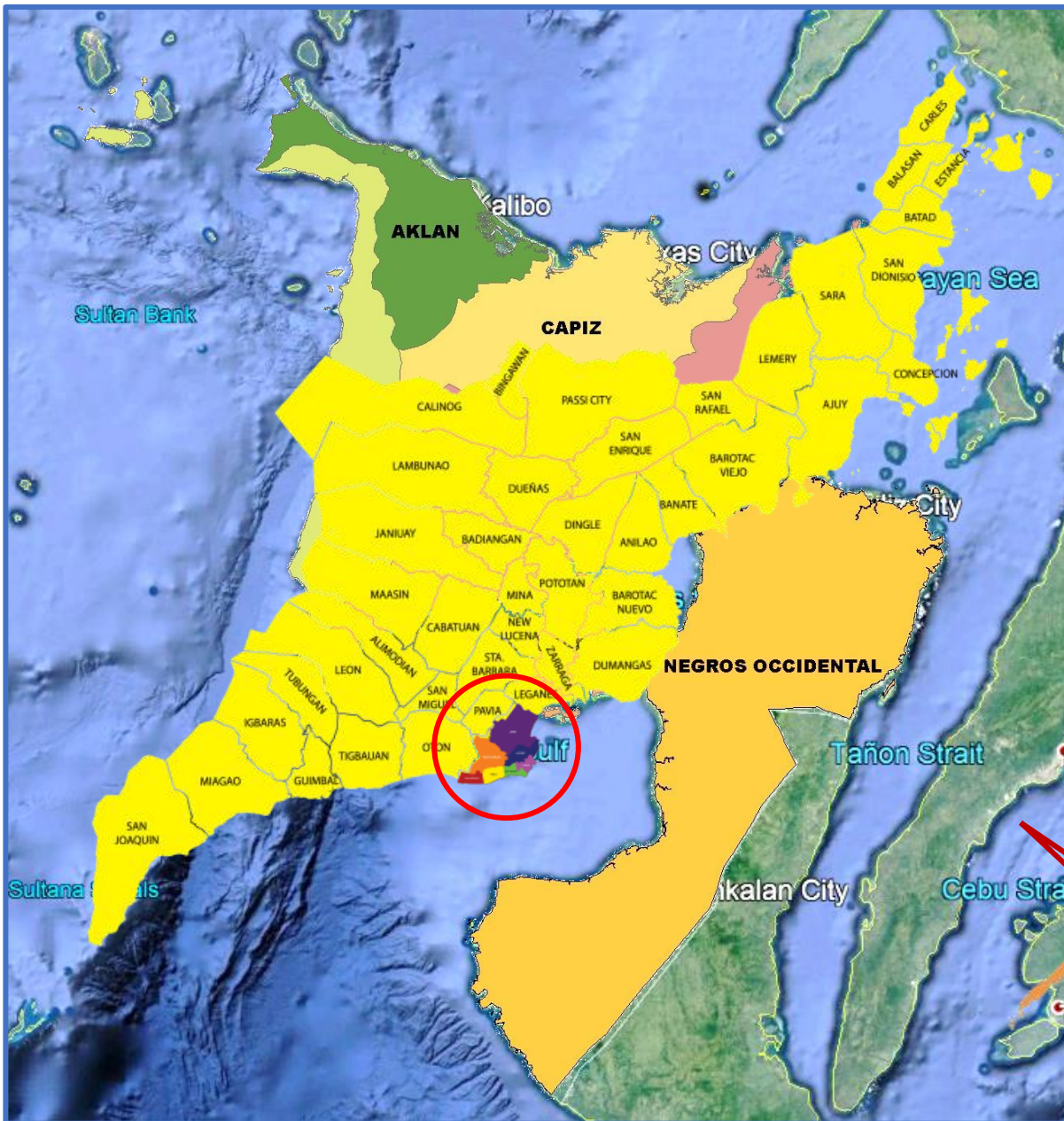
is found at the **HEART** of the **Philippines**



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# A Quick look of Iloilo



One of the Highly Urbanized Cities in Western Visayas (Region 6)



Located in the southern coastal part of Panay Island



Has a land area of 7,834 has. or 78.34 sq. km.



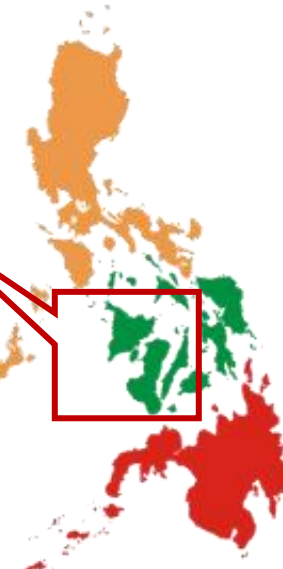
Clustered into seven (7) districts



Comprised of one hundred eighty (180) barangays



Total Population of 457,626 as of 2020  
*\*Iloilo Province - 2,051,899*





# Iloilo City

## Philippines



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# How to get there...

**Iloilo City** is 283 statute miles south of Manila

*From the Philippine Capital of Manila*



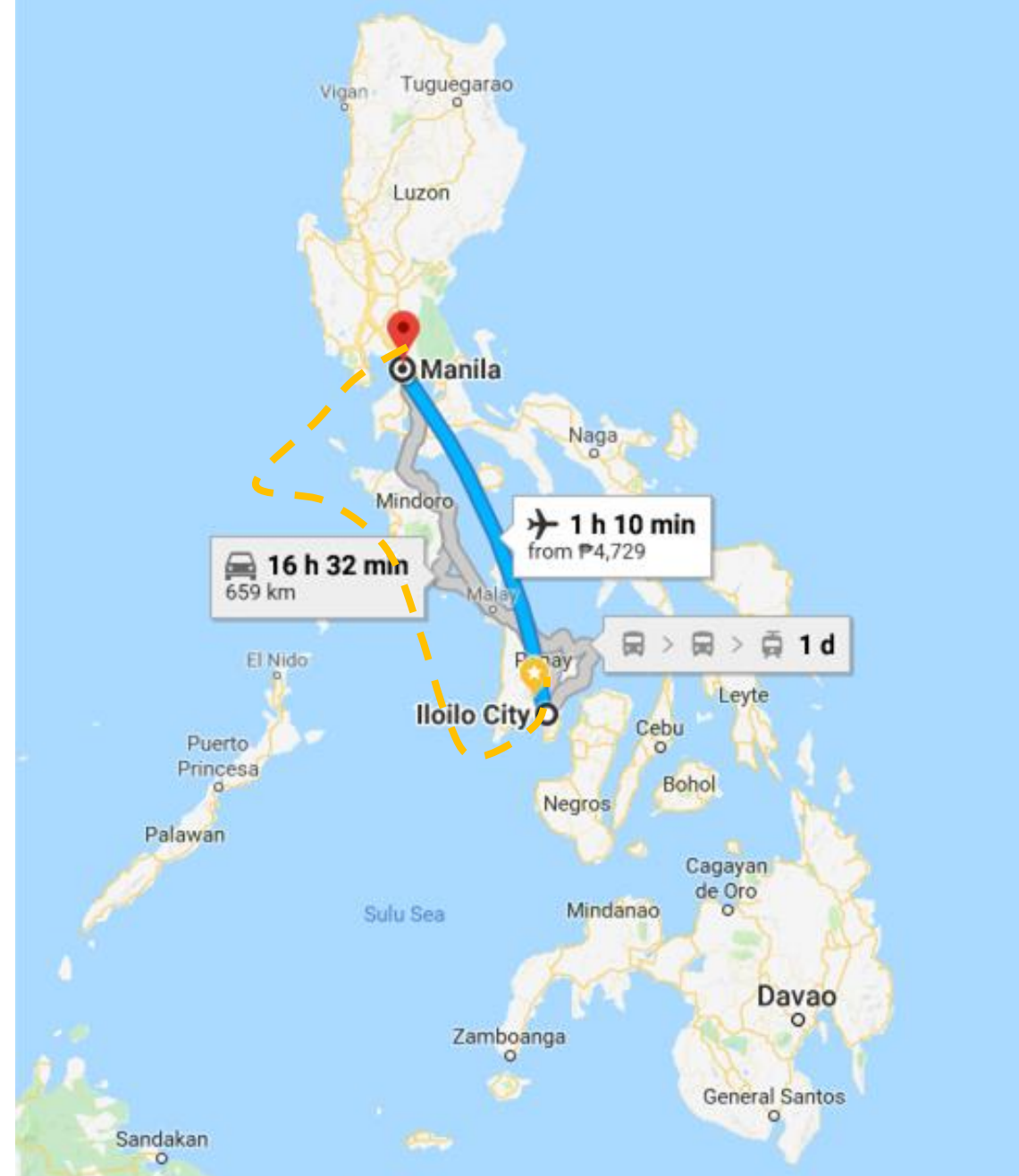
**About 1 hour by plane**



**An average of 18 hours by ship**



**An average of 24 hours by Roll-On, Roll-Off (RORO) vessel**



# LOCAL ECONOMIC REVITALIZATION: THE ILOILO CITY EXPERIENCE

I

**DISASTER RESILIENCY**

II

**BUSINESS ENABLING ENVIRONMENT**

III

**STRATEGIC LOCAL INDUSTRY  
PRIORITIZATION & PROMOTION**



# I. DISASTER RESILIENCY



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# DISASTER RESILIENCY

**1. Business and service continuity were built on local government's capacity in safeguarding essential services, including infrastructure, utilities and their workforce**

2. Effective response is guided by data and scenario plans where interplay of risks, capacity and possible outcomes are assessed
3. Strong community and private sector participation in disaster response economic recovery initiatives



# 1. ESTABLISHMENT OF ILOILO CITY ACTION & RESPONSE (ICARE) CENTERS



*Iloilo City Action and Response (ICARE) Command Centers were established in various districts in the metro that will house the City DRRMO, Public Safety and Transportation Mgt. Office (PSTMO) and Police and Fire stations.*



# 1. ESTABLISHMENT OF ILOILO CITY ACTION & RESPONSE (ICARE) CENTERS



Brgy. Ungka Jaro

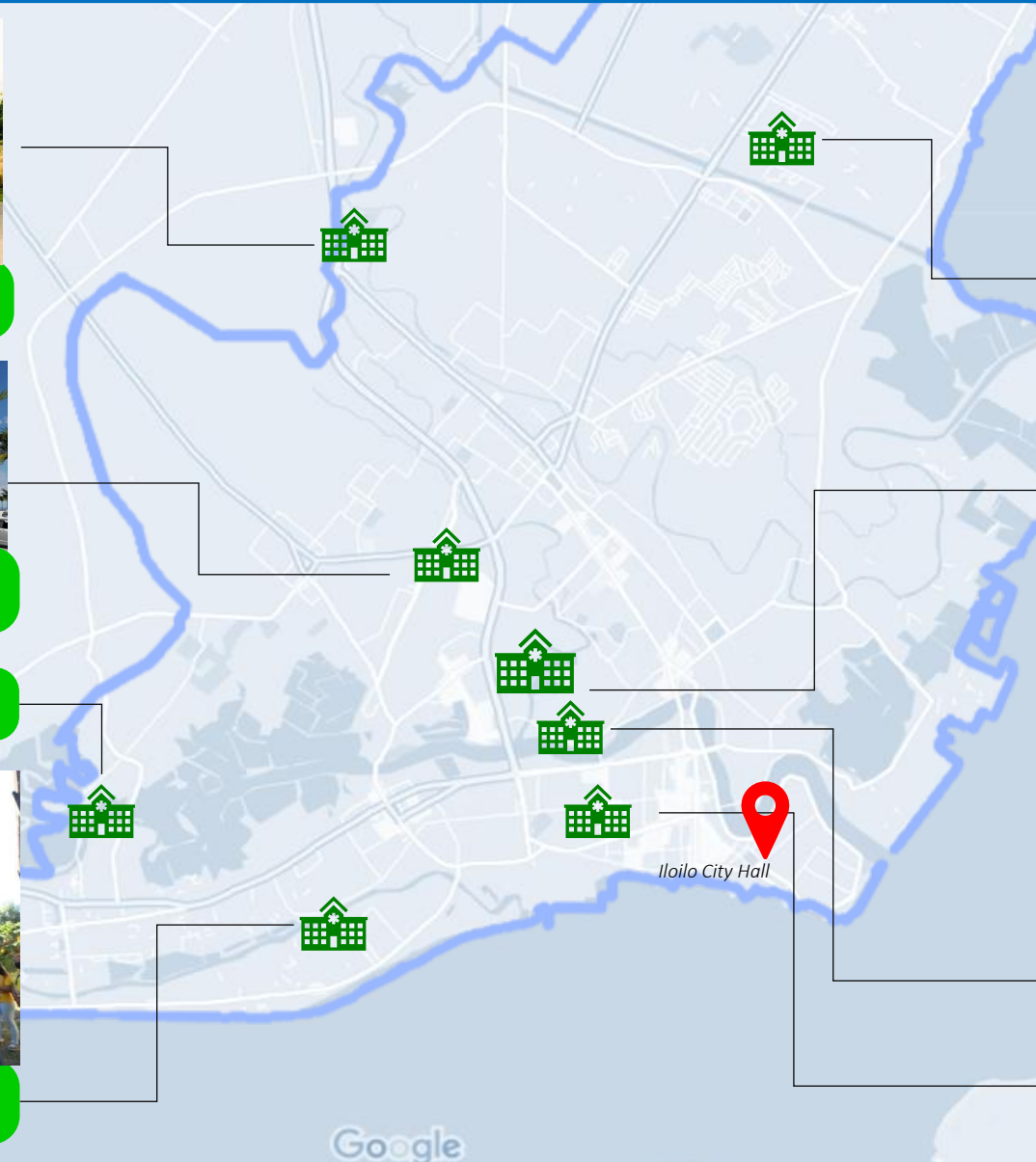


Festive Walk, Mandurriao

Brgy. Sooc, Arevalo



Brgy. Calumpang, Molo



Brgy. Balantang, Jaro



Gaisano ICC Complex



Brgy. Nabitasan, La Paz

Brgy. Esperanza, City Proper



# 2. ONLINE SAFETY SEAL APPLICATION AND RENEWAL

## CHECKLIST OF REQUIREMENTS

- ✔ Use of StaySafe.ph or any Contact Tracing Tool
- ✔ Availability of temperature or thermal scanner to assess employees, clients and visitors
- ✔ Availability of health declaration sheet for employees and clients
- ✔ Availability of isolation area for identified symptomatic employees
- ✔ BHERTs and other COVID-19 Emergency HOTLINES are placed in conspicuous area
- ✔ Availability of handwashing stations with soap, sanitizers and hand drying equipment or supplies for employees and clients/visitors in strategic location in the establishment
- ✔ Installed physical barriers in enclosed areas to maintain social distancing (blocking off chairs, markers, stickers on the floor for spacing)
- ✔ Availability of personnel-in-charge for monitoring and maintaining social distancing and ensuring the compliances of clients/visitors/employees to health protocols and areas in the establishment where people gather(e.g. queue)
- ✔ Availability of windows for adequate air exchange in enclosed (indoor) areas as cited in DOLE Department Order No. 224-21 or the Guidelines on Ventilation for Workplaces and Public Transport to Prevent and Control the Spread of COVID-19
- ✔ DISINFECTION PROTOCOLS
- ✔ Personnel, employees, clients and visitors always wear facemasks and face shields especially in enclosed places.
- ✔ Established referral system for medical and psychosocial services.
- ✔ Availability of designated Safety Officer.
- ✔ Availability of storage facility for proper collection, treatment, and disposal of used facemasks and other infectious wastes.
- ✔ Business Permit / Mayor's Permit

*Note: Photo documentation is required and must be uploaded upon application.*



**ONLINE APPLICATION**

APPLICATION LINK:

[https://bit.ly/sscp\\_lgu\\_ict](https://bit.ly/sscp_lgu_ict)

OR

SCAN TO APPLY



# SAFETY SEAL CERTIFICATION ONLINE APPLICATION

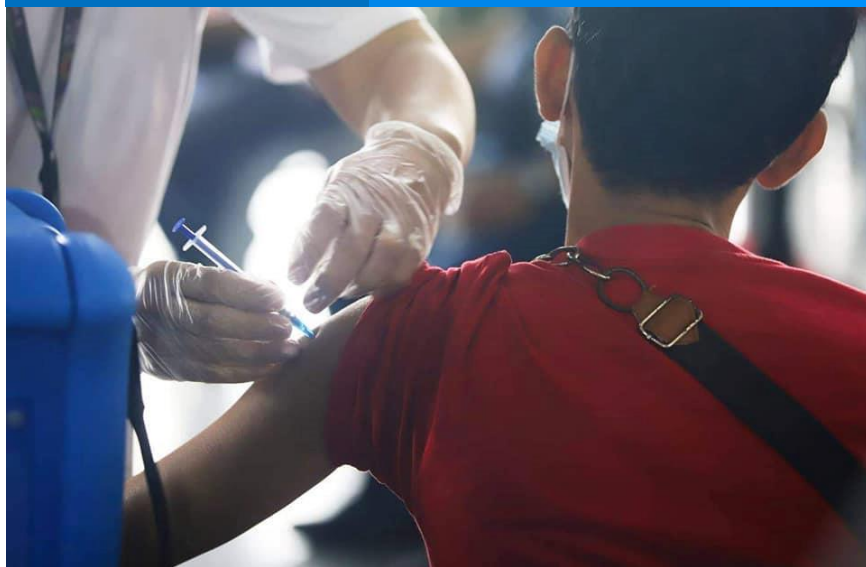
**579 Approved  
Applications**



# 3. VACCINATION ROLL-OUT



## ON-SITE & DRIVE THRU VACCINATION & BOOSTER SHOTS



## PUBLIC ADVISORY

### ILOILO CITY VACCINATION ROLL-OUT SCHEDULE

**MARCH 13, 2022**

**VACCINATION STARTS AT 8 AM UNTIL SUPPLIES LAST**

**OPEN FOR:** • WALK-IN ALLOWED / NO PRE-REGISTRATION IS ALLOWED FOR ADULTS; 5-11 YEARS OLD HIGHLY ENCOURAGED TO PRE-REGISTER TO AVOID DELAYS  
FOR THOSE AVAILING OF BOOSTER SHOT, 2ND DOSE MUST NOT BE LATER THAN NOVEMBER 2021

VACCINE BRAND	VACCINATION SITE	AVAILABLE FOR
PFIZER	• SM City • Robinsons Place Jaro • Megaworld Transport Hub	FOR CHILDREN (5-11 YEARS OLD - OPEN FOR ALL)
	• SM Strata Drive Thru • Megaworld Drive Thru	OPEN FOR ALL - BOOSTER ONLY
MODERNA	• SM Strata Drive Thru • Megaworld Drive Thru	OPEN FOR ALL - BOOSTER ONLY

VACCINE BRAND	VACCINATION SITE	AVAILABLE FOR
PFIZER	• SM City Cinema - 8	OPEN FOR ALL - ADULTS: 1st Dose, 2nd Dose (1st Dose: Feb. 19), or Booster
		OPEN FOR ALL - MINORS (12-17)
MODERNA	• SM City Cinema - 8	OPEN FOR ALL: 1st Dose, 2nd Dose, or Booster
ASTRAZENECA	• SM City Cinema - 8	OPEN FOR ALL: 1st Dose, 2nd Dose, or Booster
JANSSEN (J&J)	• SM City Cinema - 8	OPEN FOR ALL: ONE Dose

Iloilo City District Health Centers or DHC and **PARTNER MALLS**



# 4. ESTABLISHMENT OF MOLECULAR LABORATORY & QUARANTINE FACILITIES



USWAG MOLECULAR LABORATORY



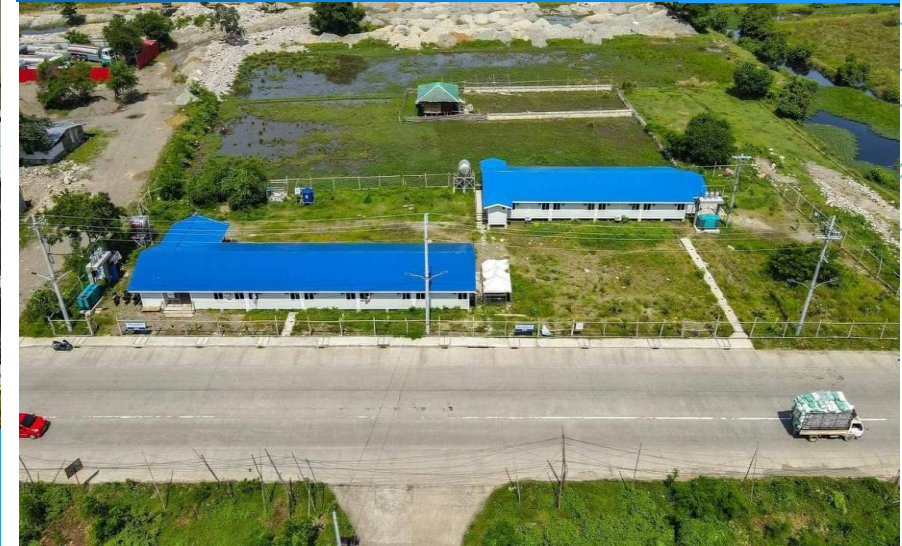
QUARANTINE / ISOLATION FACILITIES



ILOILO CITY MODULAR HOSPITAL



USWAG DIALYSIS CENTER 1



# 5. DEVELOPMENT OF ILOILO CITY BIKE CULTURE



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# 6. DEVELOPMENT OF GREEN METRO ILOILO



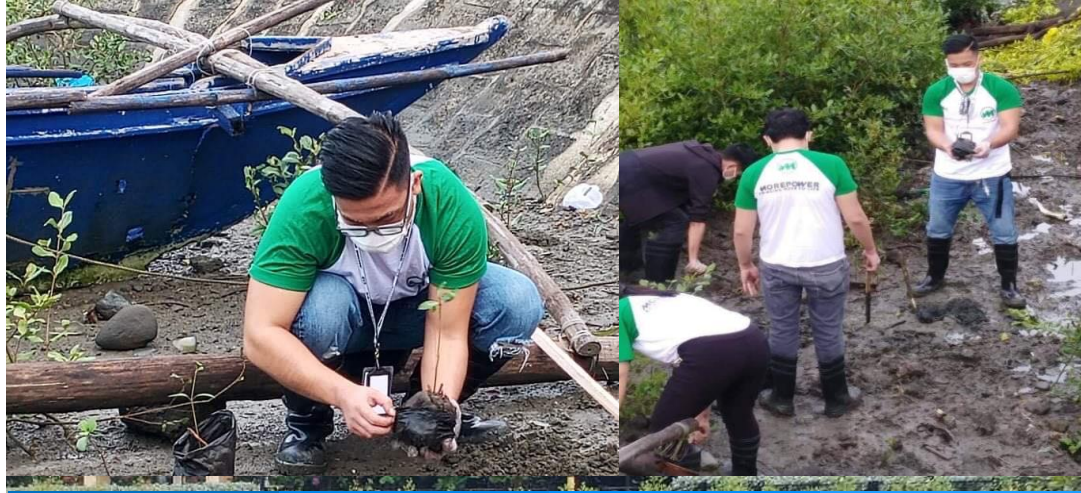
ILOILO RIVER ESPLANADE



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



# 6. DEVELOPMENT OF GREEN METRO ILOILO



PROPAGATING THE MANGROVE



FISHING ALONG THE RIVER





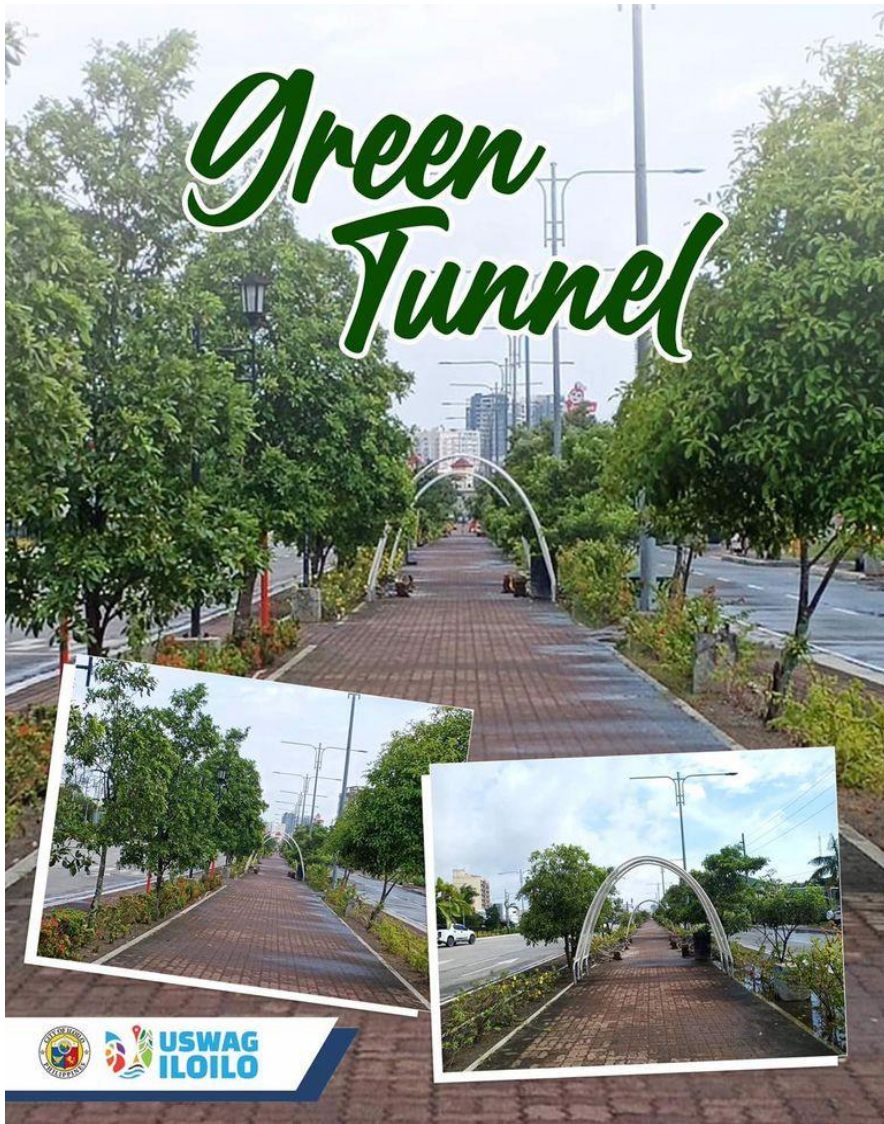
# 6. DEVELOPMENT OF GREEN METRO ILOILO



GARDEN OF LOVE



# 6. DEVELOPMENT OF GREEN METRO ILOILO



# 6. DEVELOPMENT OF GREEN METRO ILOILO



ILOILO CITY USWAG NURSERY






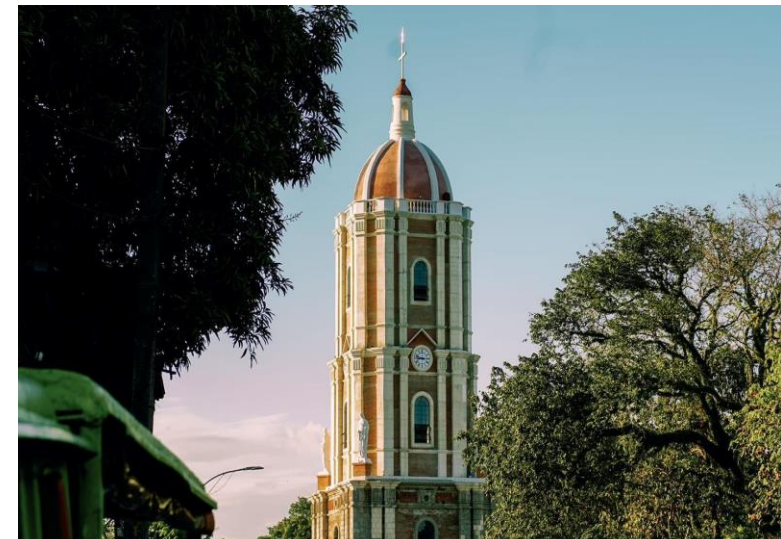
# 6. DEVELOPMENT OF GREEN METRO ILOILO



# 7. REHABILITATION OF PLAZAS, PARKS AND HISTORICAL LANDMARKS



@JerryTrenasOfficial   



JARO BELFRY



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# 7. REHABILITATION OF PLAZAS, PARKS AND HISTORICAL LANDMARKS



JARO PLAZA



# 7. REHABILITATION OF PLAZAS, PARKS AND HISTORICAL LANDMARKS



PLAZA LIBERTAD



# 7. REHABILITATION OF PLAZAS, PARKS AND HISTORICAL LANDMARKS



MOJO PLAZA



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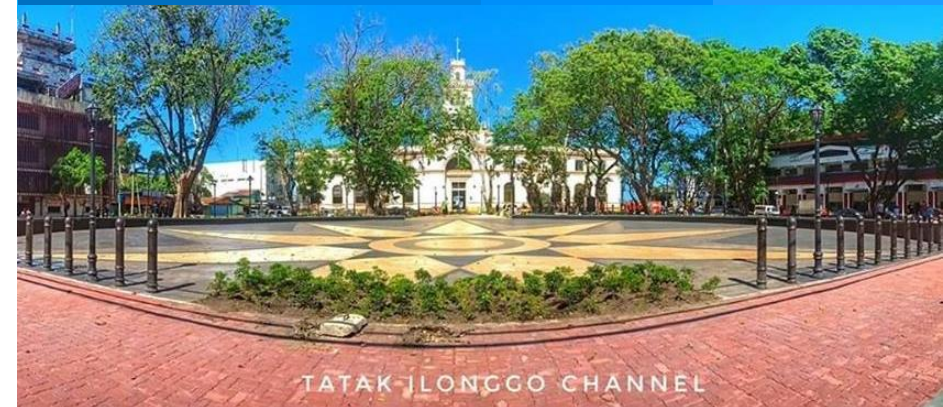




# 7. REHABILITATION OF PLAZAS, PARKS AND HISTORICAL LANDMARKS



THE SUNBURST PARK

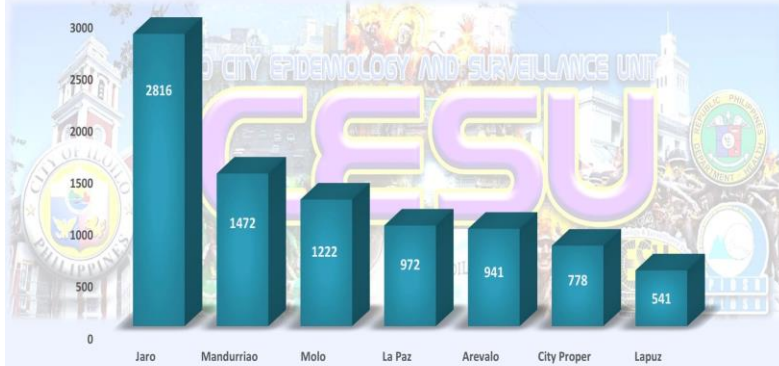


# DISASTER RESILIENCY

1. Business and service continuity were built on local government's capacity in safeguarding essential services, including infrastructure, utilities and their workforce
- 2. Effective response is guided by data and scenario plans where interplay of risks, capacity and possible outcomes are assessed**
3. Strong community and private sector participation in disaster response economic recovery initiatives

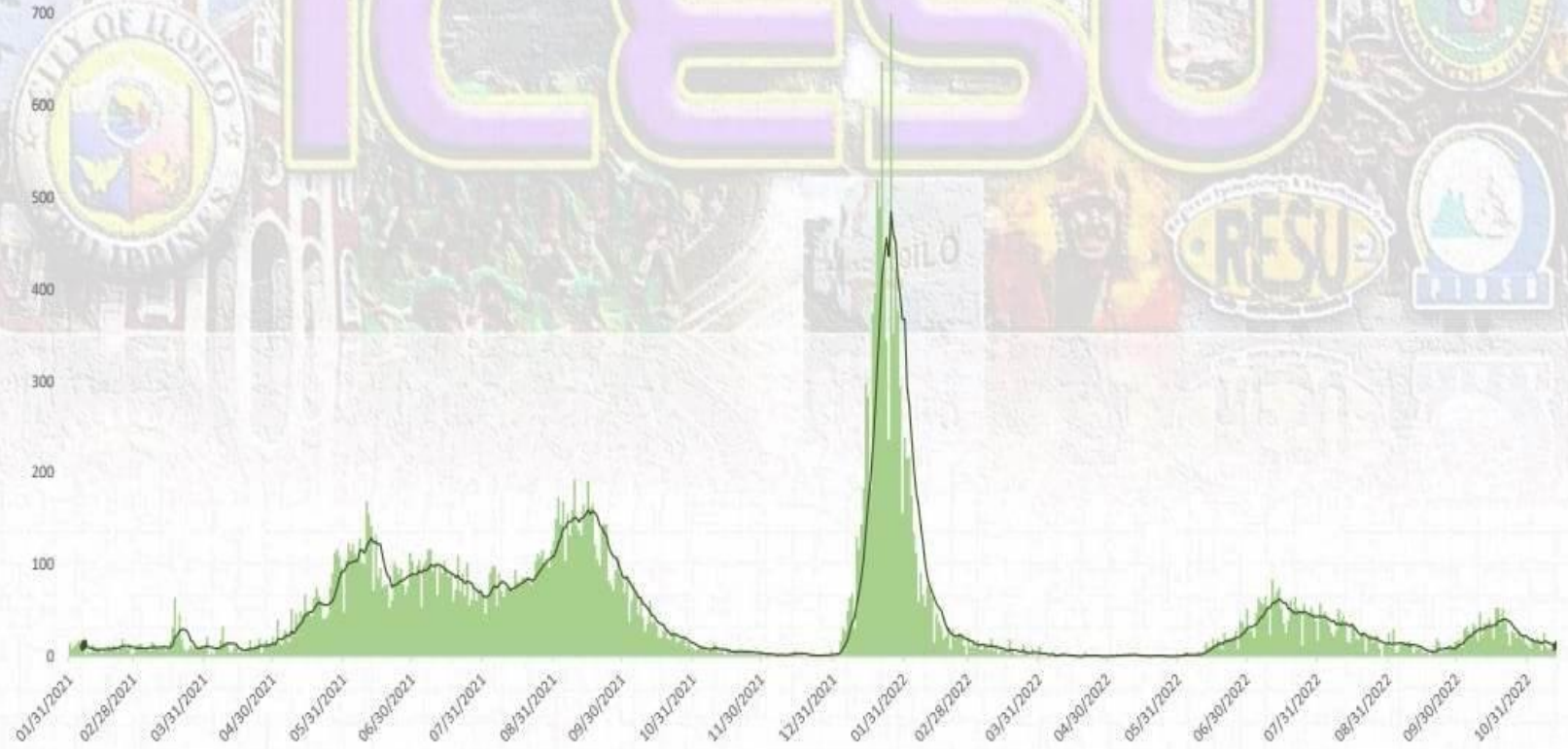
# 1. SETTING UP OF COVID DATABASE

**COVID 19 Confirmed Cases by District in Iloilo City (n=8742)  
January 1 – July 31, 2021**



\*Local Cases Only

**COVID 19 Confirmed Cases in Iloilo City Daily as of November 12, 2022  
Morbidity Week 47 (Average: 6 cases/day)**



**COVID 19 Confirmed Cases by Age Group & Sex in Iloilo City (n=8742)  
January 1 – July 31, 2021**



\*Local Cases Only

Female - 4869 Male - 3873

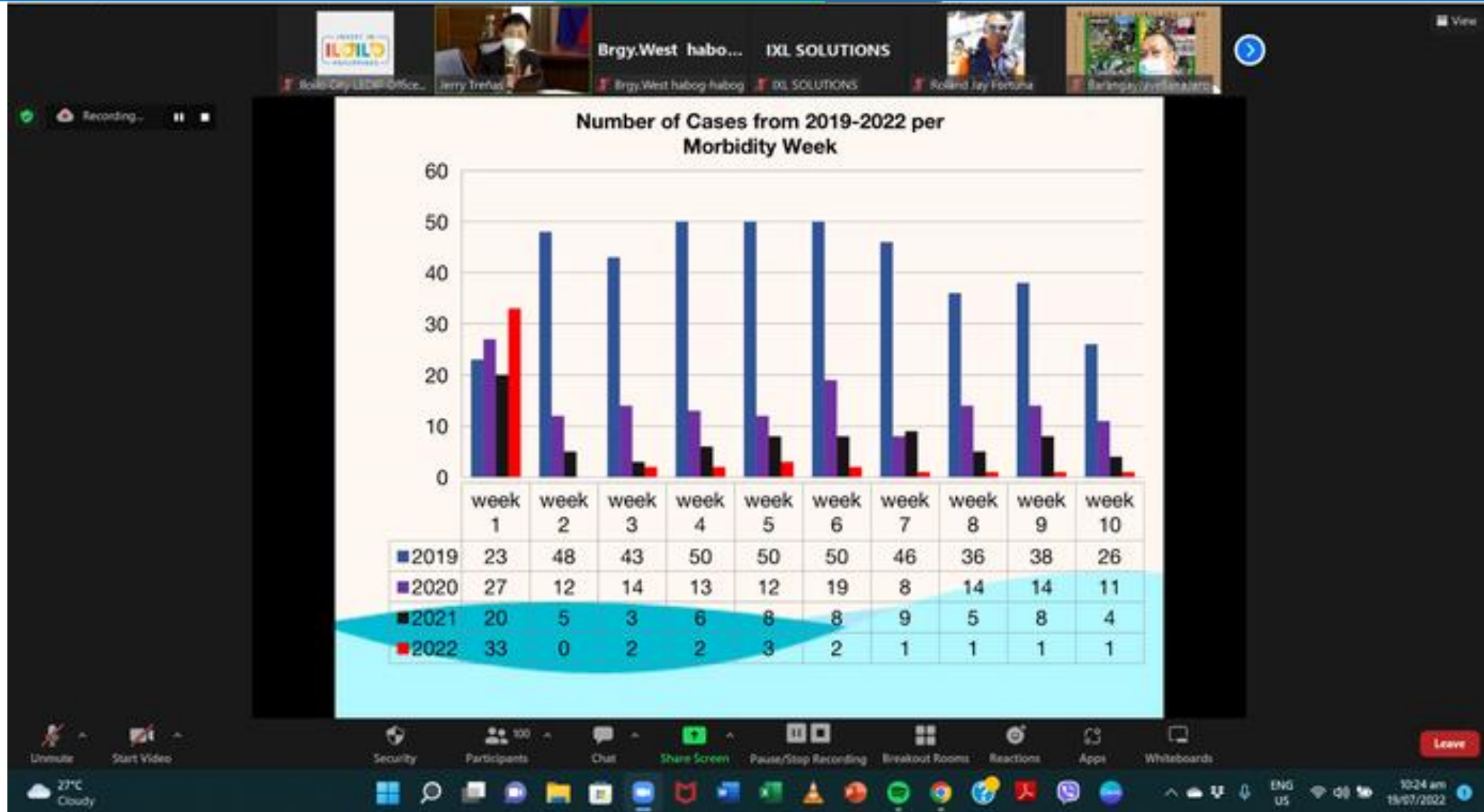


# 2. CONDUCT OF REGULAR MEETINGS ON SITUATIONAL UPDATES WITH ALL SECTORS

The screenshot displays a Zoom meeting interface. On the left, a presentation slide titled "Recovery Phase" is visible, featuring an illustration of a person in a wheelchair being assisted by two others, and two photographs of skin lesions. The main area of the screen is filled with a grid of participant video thumbnails. At the top, a notification states "You are viewing Roland Jay Fortuna's screen" and "Roland Jay Fortuna is talking...". The bottom of the screen shows the Zoom control bar with icons for Unmute, Start Video, Participants (47), Chat, Share Screen, Record, Reactions, Apps, and Whiteboards. The participant grid includes names such as Sarah Mae Elevencione, Chq's iPhone, PHINMA UI Churchill..., Progressive Bank Inc-L..., Aimee, Jbert BAI, John De La Cues..., IHRRA Ann matiling, POPA - Cinderela Villal..., PBI, CTDO-Junel Ann Divin..., RCBC Any Tolentino, Iloilo City LEDII, Nurse Angie Di..., Amazing Trails, St. Paul Universi..., Boyet Jordan, and Sharlan Go. Other participants visible include IHRRA ALBERTO..., Judale De Pedro..., Harbor Town Ho..., Romelyn Jover, Iloilo City LEDIP..., George Que, iPhone, iIloilo-Mai, Univ. of San Ag..., Cams Montelijao, Mary May P. Chi..., Iloilo City LEDIP..., Sarrah Mae Elev..., PHINMA UI Churchill Pasague, Progressive Bank Inc-Loyds Ledesma, John De La Cues..., IHRRA Ann matiling, Iloilo City LEDIP..., Teril g Viray, Nurse Angie Dipon (Huasong), Amazing Trails T..., St. Paul Universi..., Dan Viray, Boyet Jordan, Sharlan Go, rfaderog, MA LUISA SEGOVIA, and Pittman.



# 2. CONDUCT OF REGULAR MEETINGS ON SITUATIONAL UPDATES WITH ALL SECTORS



# DISASTER RESILIENCY

1. Business and service continuity were built on local government's capacity in safeguarding essential services, including infrastructure, utilities and their workforce
2. Effective response is guided by data and scenario plans where interplay of risks, capacity and possible outcomes

**3. Strong community and private sector participation in disaster response economic recovery initiatives**

# 1. OUTPOURING OF DONATIONS FROM THE PRIVATE SECTOR DURING THE PANDEMIC

**LIST OF DONORS**

No.	Name	Contact No.	Address
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## DONATIONS FROM BUSINESS SECTOR DURING PEAK OF PANDEMIC



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# 2. SETTING-UP OF USWAG COMMUNITY KITCHENS





## ILOILO CITY GOVERNMENT USWAG COMMUNITY KITCHEN

CONSOLIDATED DAILY REPORT  
AS OF JULY 23, 2021(WEDNESDAY)

DISTRICT	NUMBER OF FAMILIES SERVED
JARO	2,164
MANDURRIO	235
LAPAZ	855
LAPUZ	754
CITY PROPER	1,736
MOLO	1,771
AREVALO	849
<b>TOTAL</b>	<b>8,364</b>

**MENU: MONGGO W/ CHICKEN & VEGIES;  
CHICKEN POCHERO, CHICKEN TINOLA,  
BIHON GUISSADO, CHICKEN SOPAS**



@JerryTrenasOfficial   



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# 3. ROLL-OUT OF FREE BUS RIDE



ILOILO MISSION HOSPITAL

## “LIBRE SAKAY PROGRAM”



Iloilo City

Photo By: Iloilo City Government



The Iloilo City government offers Libre Sakay in the seven districts during the National Vaccination Days from November 29 until December 1, 2021.

[fb.com/PIARegion6](https://www.facebook.com/PIARegion6) [@PIARegion6](https://twitter.com/PIARegion6) [@piaregion6](https://www.instagram.com/piaregion6) [www.pia.gov.ph](http://www.pia.gov.ph)



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# II. BUSINESS ENABLING ENVIRONMENT (BEE)



# BUSINESS ENABLING ENVIRONMENT

- 1. Creating an optimistic business investment climate through policies & programs that promote local economic development and competitiveness;**
2. Pursuing transparent regulatory practices that achieve efficiency in governance;
3. Leveraging on private sector engagement for shared accountability in economic performance;
4. A strong and visionary leadership

# 1. POLICIES FACILITATING BUSINESS RECOVERY

## NO INCREASE IN BUSINESS AND REAL PROPERTY TAXES

Last elections, I said there will be no increase in business and real property taxes for 3 years to spur economic activities in the city.

Unfortunately, COVID came and many are affected. This election, I say no increases for 3 years so that everyone will recover.

Let's allow everyone to recover.



MAYOR JERRY P. TREÑAS



@JerryTrenasOfficial

Relief and Assistance

### Iloilo City LGU Offers Tax Amnesty

TYPE  
Information

CONTRIBUTOR  
Iloilo City

DATE PUBLISHED  
July 23, 2020

LAST UPDATED  
July 23, 2020 1:19 PM

TAGS  
tax amnesty local economy  
Iloilo City

#### Highlights

✓ LGUs can provide assistance to their citizens as a way of showing support to them during the COVID-19 pandemic.

#### Overview

The LGU of Iloilo City has offered tax amnesty in an effort to cushion the impact of coronavirus disease (COVID-19) on city hall coffers.

Mayor Jerry P. Treñas encourages delinquents to pay their obligations and help the LGU to continue delivering services to the Ilonggos amid the COVID-19 crisis.

City Treasurer Jinny Hermano said the reprieve may provide relief to those who can't afford to pay the charges on top of the principal dues.

The coverage of tax amnesty is interest and penalty of basic real property tax. Delinquents with unpaid dues as of 31 December 2019 can avail of the program without paying interest.

Post Contributor: [League of Cities of the Philippines](#)

### COLLECTION EFFICIENCY RATE ON LOCAL SOURCES

Period:	2019	2020	2021
TOTAL BUDGET	2,325,598,555.00	2,702,652,309.00	2,608,803,871.00
less: External Sources	1,022,119,278.00	1,156,202,809.00	1,234,209,871.00
Budget Local Sources	1,303,479,277.00	1,546,449,500.00	1,374,594,000.00
Total Collection Local Sources	1,732,982,183.75	1,695,589,229.72	1,724,991,479.15
Collection Efficiency Rate	133%	110%	125%



# 1. POLICIES FACILITATING BUSINESS RECOVERY



## INCENTIVES ORDINANCES

RELATIVE TO NEW AND EXPANDING BUSINESSES  
AND CONSTRUCTION OF NEW BUILDINGS

DOWNLOAD HERE:

THE ILOILO CITY ECONOMIC RECOVERY  
INCENTIVES ORDINANCE OF 2021

(Regulation Ordinance No. 2021-406)

<https://bit.ly/EconRecoveryIncentives>

THE ILOILO CITY INVESTMENT INCENTIVES FOR  
SPECIFIC AREAS OF DEVELOPMENT ORDINANCE

(Regulation Ordinance No. 2021-196)

<https://bit.ly/IncentivesforSpecificAreas>

THE REVISED REVENUE CODE OF ILOILO CITY, ON  
THE AD VALOREM TAX AND FOR OTHER PURPOSES

(Regulation Ordinance No. 2021-218)

<https://bit.ly/AmendedTaxonNewBldg>

## INCENTIVES for ECONOMIC RECOVERY

- Incentives that can be availed by the businesses and investors are provided for

## IMPLEMENTATION OF INVESTMENT INCENTIVES ORDINANCE

2nd Flr., Iloilo City Hall, Plaza Libertad, Iloilo City, Philippines | (033) 333-1111 local 813 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | [investiniloilo@iloilocity.gov.ph](http://investiniloilo@iloilocity.gov.ph) | <https://www.facebook.com/InvestinIloiloCityPH> | <http://www.iloilocity.gov.ph>



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## 2. FUNCTIONAL ILOILO CITY INVESTMENT INCENTIVES BOARD (ICIIB)



# 3. PESO Job Fairs and Special Recruitment Activities



ILOILO CITY GOVERNMENT  
PUBLIC EMPLOYMENT SERVICE OFFICE  
MAYOR JERRY P. TREÑAS

# PARAW REGATTA PESO JOB FAIR 2023

**MARCH 13, 2023**



2021 and 2022 PESO DATA

List of Companies Assisted		2021	2022
Job Posting		50	57
Partner Companies		99	300
<b>Number of Job Fairs conducted</b>		149	357
<b>Number of SRAs conducted</b>		2	4
		2	27

2022 JOB FAIRS		Total Partner Companies	Total Job Applicants Interviewed	Q	FFI	HOTS
Binigayang Virtual Job Fair		26	201	174	193	6
Summerfest Job Fair		62	1,978	731	1,060	66
Career Fest		10	308	171	62	78
85th Charter Day Job Fair		206	5,179	4,316	2,194	36
<b>TOTAL</b>			<b>7,529</b>	<b>5,283</b>	<b>3,525</b>	<b>264</b>

2022 SPECIAL RECRUITMENT ACTIVITY		Total Partner Companies	Total Job Applicants Interviewed	Q	FFI	HOTS
<b>TOTAL</b>		<b>27</b>	<b>1,833</b>	<b>981</b>	<b>620</b>	<b>361</b>

Prepared by:  
Sherry Mae S. Mabilog  
Executive Assistant for PESO

Noted by:  
GABRIEL FELIX M. UMABHAY  
PESO Manager  
Iloilo City



## 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT



THE **USWAG NEGOSYO ACADEMY (UNA)** IS A BANNER PROGRAM OF THE ILOILO CITY GOVERNMENT THROUGH THE LOCAL ECONOMIC DEVELOPMENT & INVESTMENT PROMOTION (LEDIP) OFFICE WHICH FOCUS ON THE NEEDS AND GROWTH OF LOCAL MSMES IN ILOILO CITY.



### **VISION**

TO BECOME THE GO-TO ONE-STOP SHOP COMPREHENSIVE MSME DEVELOPMENT PROGRAM IN ILOILO CITY FOCUSED ON BUSINESS INITIATION, RETENTION, SUSTAINABILITY AND RESILIENCY INVOLVING MULTI-STAKEHOLDER PARTNERSHIPS.

### **MISSION**

PROVIDE ILOILO CITY MSMES ACCESS TO CAPACITY DEVELOPMENT ACTIVITIES, NETWORKING SERVICES, BUSINESS MATCHING AND SECTOR EXPANSION FOR ENHANCED OPERATIONS AND BUSINESS LEGITIMIZATION.



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT

in coordination with  
 City Local Economic Development and Investment  
 Promotion Office- Iloilo City Government

**Inviting**  
**TOURISM ESTABLISHMENTS**  
 in Iloilo City to the  
**PRODUCTIVITY TOOLBOX  
 TRAINING PROGRAM**

**11 March 2022 (Friday), 8:30 AM**  
 MO2 Westown Hotel, SmallVille Complex  
 Mandurriao, Iloilo City.

Kindly register using this link:  
<https://bit.ly/PTTPRegistration>

*\*Only a limited number of slots are available on a first-come, first-served basis.*

**TARGET PARTICIPANTS**  
 Owner | Employee | Representative  
 Restaurants, Resorts, Hotels, Travel Agencies, Pasalubong Stores, Tourist  
 Transport Operators and Other Tourism related Businesses/Enterprises

**TOPICS**  
 ISTIV Values, Marketing, Organization/Housekeeping and Financial Planning,  
 and Stock Control and Bookkeeping

*For inquiries contact:*  
**LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE**  
 (033) 333 1111 loc. 813 | 216 | investiniloilocity@gmail.com | @InvestinIloiloCityPH



Activity	Venue	Date	No. of Participants
ISTIV Bayanihan	MO2 Westown Hotel, Smallville Complex, Mandurriao, Iloilo City	March 11 , 2022	50 tourism related establishments



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT

**SAVE THE DATE**

Regional Tripartite Wages and Productivity Board - VI in partnership with the Local Economic Development and Investment Promotion (LEDIP) Office - Iloilo City Government

Inviting

**BUSINESS ESTABLISHMENTS | ENTERPRISES IN ILOILO CITY**

OWNER | EMPLOYEE | REPRESENTATIVE

RETAIL AND WHOLESALE MERCHANDISING, HARDWARES, STOCK ENTERPRISES, AUTOPARTS STORES

**FREE ADMISSION**  
*(INCLUDES LUNCH AND SNACKS)*

**REGISTER NOW!**

<https://bit.ly/7sGoodHK>

\*Limited slots only / first come, first served

TRAINING on

7s

of GOOD HOUSEKEEPING

including

STOCK CONTROL AND SOCIAL MEDIA MARKETING

**FACE-TO-FACE**

March 23, 2022 (Wednesday)

8:30am - 4:00pm

J7 Hotel, Bolilao, Mandurriao, Iloilo City

*Contact details :*

LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE

☎ (033) 333 1111 loc. 813 | 216    📱 0916 292 7389    ✉ investiniloilocity@gmail.com    📌 Invest in Iloilo City, Philippines



Activity	Venue	Date	No. of Participants
7s of Good Housekeeping	J7 Hotel, Bolilao, Mandurriao, Iloilo City	March 23, 2022	50 Retail and Wholesale Business Establishments

# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT

in coordination with  
 City Local Economic Development and Investment  
 Promotion Office- Iloilo City Government



*Inviting*

### BAKERIES, PASTRY SHOPS AND PASALUBONG CENTERS

in Iloilo City to the

### PRODUCTIVITY TOOLBOX TRAINING PROGRAM

**TOPICS**

(1) Tips on Improving Productivity Through Brand Reputation; (2) Retail and Visual Merchandising; and (3) Improving Productivity Through Social Media Marketing: Tips on Creating Viral Posts.

**18 May 2022 (Wednesday), 8:30 AM**

Premier 7 Function Room, Diversion 21 Hotel, Diversion  
 Road, Mandurriao, Iloilo City

**FREE ADMISSION**

(INCLUDES LUNCH AND SNACKS)

Kindly register using this link:

<https://bit.ly/PTTP-Reg>

*\*Only a limited number of slots are available on a first-come, first-served basis.*

*For inquiries contact:*

LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE

(033) 333 1111 loc. 813 | 216 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | [@InvestinIloiloCityPH](https://www.facebook.com/InvestinIloiloCityPH)



Activity	Venue	Date	No. of Participants
Improving Productivity Through Brand Reputation-Batch 1	Diversion 21 Hotel, Mandurriao, Iloilo City	May 18, 2022	60 Bakeries, Cake Shops & Pasalubong Centers



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT



in coordination with  
City Local Economic Development and Investment  
Promotion Office-Iloilo City Government

### Invitation for Batch 2 PRODUCTIVITY TOOLBOX ONLINE TRAINING PROGRAM for BAKERIES, PASTRY SHOPS AND PASALUBONG CENTERS in Iloilo City

#### TOPICS

Retail and Visual Merchandizing in the New Normal and Tips on  
Improving Productivity Through Brand Reputation.

8 June 2022 (Wednesday), 8:30 AM  
via Zoom

**FREE ADMISSION**

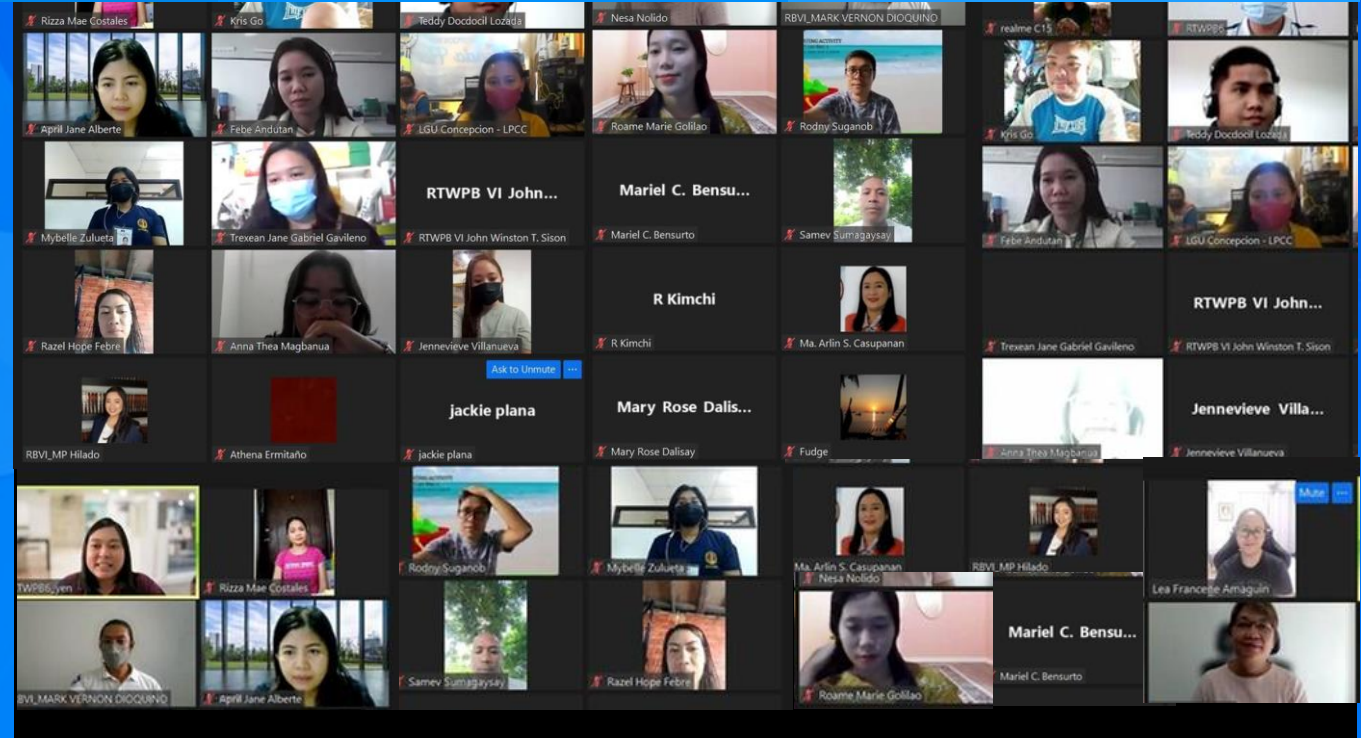
Kindly register using this link:

<https://bit.ly/RTWPB-ONLINE-TRAINING>

For inquiries contact:

LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE

(033) 333 1111 loc. 813 | 216 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | [@InvestinIloiloCityPH](https://www.facebook.com/InvestinIloiloCityPH)




Activity	Mode	Date	No. of Participants
Improving Productivity Through Brand Reputation - Batch 2	Online via Zoom	June 8, 2022	88 registered participants from Iloilo City & other provinces



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT




# VIRTUAL WAGE CLINIQUE

## USAPANG 2Ps


Matters to be covered are the features of the new Wage Orders (Order No. RBVI-26 & Wage Order No. RBVI-DW-04) and rules governing said Orders, exemptible categories and requirements for applications for exemption.

### ONLINE VIA ZOOM




## 21 JUNE 2022

(Tuesday)




## 9:00 AM




### REGISTRATION LINK

<http://bit.ly/rb6trainings>



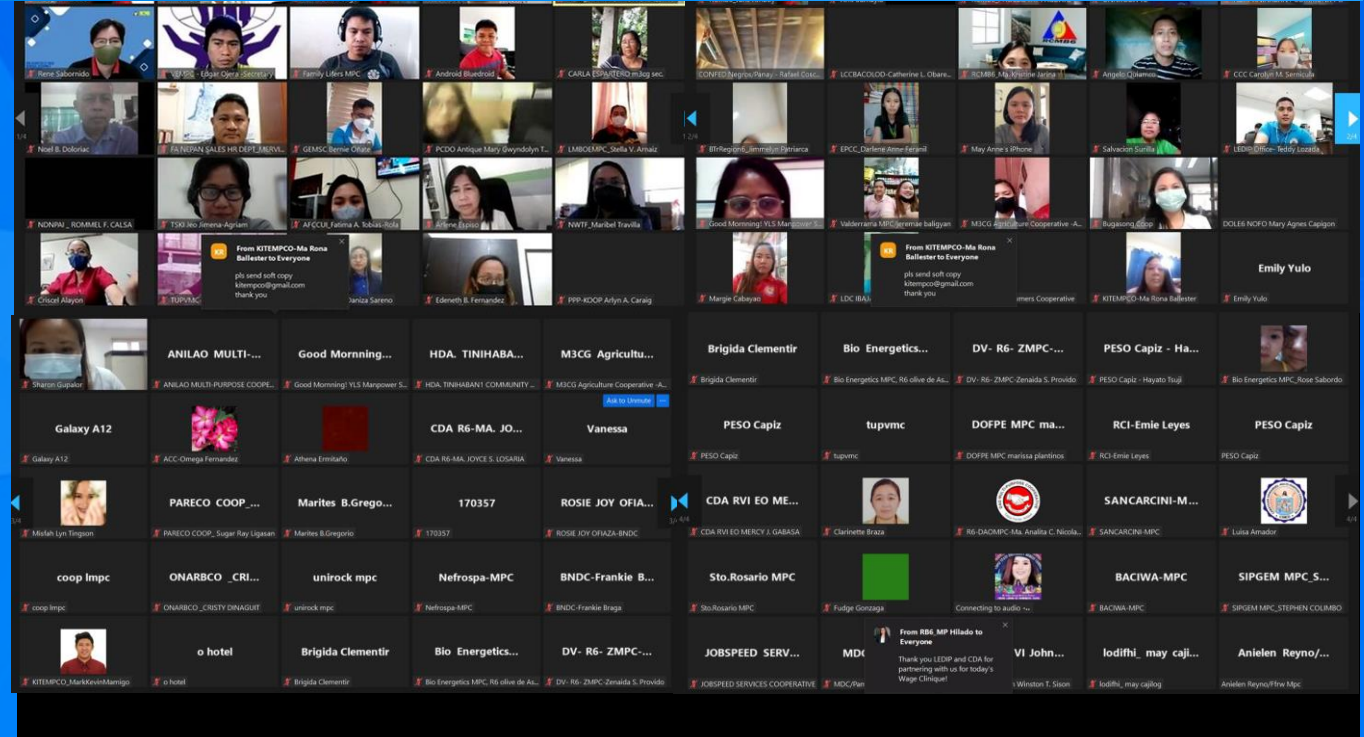
### DEADLINE OF PRE-REGISTRATION

**17 JUNE 2022**



Regional Tripartite Wages and Productivity Board VI  
 Rm 20, 2nd Floor, Dolta Maria Bldg., La Castellana-EL 98 Sts., Jaro, Iloilo City  
 Telephone no. (033) 320-5864, (033) 329-0880  
 Facebook: @rtwlvbi

Local Economic Development and Investment Promotion (LEDIP) Office  
 2nd Flr., Iloilo City Hall, Plaza Libertad, Iloilo City  
 333-1111 local 813 | 0916 292 7389  
 FB Page: @investiniloilocityPH



Activity	Mode	Date	No. of Participants
Virtual Wage Clinique	Online via Zoom	June 21, 2022	100+ Business Enterprises from Iloilo City & other provinces



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT

## CapDevTrainings for PUBLIC MARKET VENDORS



Activity	Batch/es
Basic Entrepreneurship Training	4
Food Safety and Handling Seminar	1



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT



**Batch 1** Entrepreneurship Development Seminar for  
**Barangays** with **16** participants | 20 May 2022



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT

**Batch 2 Entrepreneurship Development Seminar with 25 Brgy. Based Micro Business Owners**  
**23 June 2022**





# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT



### Enterprise Management Training

Business Owners and food related establishments in Iloilo City  
19-20 July 2022



THE ILOILO CITY GOVERNMENT THROUGH ITS  
LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION  
(LEDIP) OFFICE - NEGOSYO CENTER

Joins  
**THE MSME WEEK**  
CELEBRATION

#### SCHEDULE OF ACTIVITIES

July 19-20

ENTERPRISE MANAGEMENT TRAINING

July 22

ENTREPRENEURSHIP DEVELOPMENT SEMINAR  
AND DISTRIBUTION OF LIVELIHOOD KITS FOR LSP AND PPG BENEFICIARIES

(033) 333 1111 loc. 813 | 0916 292 7389 | investiniloilocity@gmail.com | Invest in Iloilo City, Philippines



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## TRAINING OF TRAINERS (ToT) ON FOOD HANDLING AND SAFETY FOR MARKET VENDORS



In Partnership with the Department of Science and Technology (DOST) Region 6 with LEDIP Office, LEOO, CTro, TIIC/ICCC | 3 November 2022



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## CAPACITY & PRODUCT DEVELOPMENT



### Entrepreneurship Development Seminar and Business Planning

Barangay based MSMEs | 19 August 2022



### Basic Entrepreneurship Seminar

Beneficiaries of DSWD Kapangyarihan at Kaunlaran sa Barangay | 13 July 2022



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

MARKET LINKAGES

Mercado Iloilo Weekend Market x Grab ALL TREATS NOTRICKS OCTOBER 29 - 31, 2021  
 HAKATA RAMEN BAR  
 MASSAGE • NAILS • HAIR  
 OPEN 10:00 AM - 12:00 MIDNIGHT  
 FOR BOOKING APPOINTMENT PLEASE CALL:  
 (033) 323 5895 GLOBE - 09165432302 SMART - 09394050211  
 Mercado Iloilo Weekend Market x Grab ALL TREATS NOTRICKS OCTOBER 29 - 31, 2021  
 TOASTED KUYON  
 Mercado Iloilo Weekend Market x Grab ALL TREATS NOTRICKS OCTOBER 29 - 31, 2021



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT

## MARKET LINKAGES



**2022 ILOBEX EXPO**  
24-28 August 2022  
Festive Mall, Mandurriao, Iloilo  
City



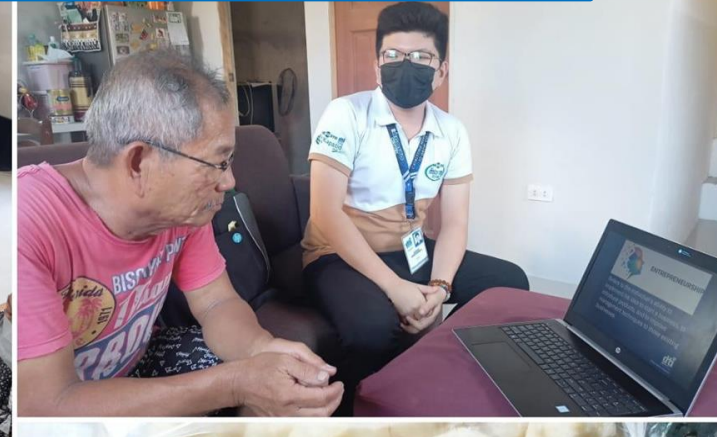
# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT



## BUSINESS REGISTRATION ASSISTANCE



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT



PROFILING OF MSMEs

67/180 Barangays with 200+ MSMEs



# 4. MICRO, SMALL & MEDIUM ENTERPRISE (MSE) DEVELOPMENT



## LIVELIHOOD ASSISTANCE



Seeding program	<b>50</b> Sari-sari Stores (P6,000/store)
Seeding program	<b>9</b> livelihood assistance (P15,000/business)
Livelihood Packages (NGCP Beneficiaries)	20 Sari-Sari Stores, 10 Tailors and 10 Bakers





# 5. INSTALLATION OF THE INTEGRATED BUSINESS PERMITTING & LICENSING SYSTEM



## Welcome to Iloilo eBPLS

Applying for business permit now made easy.

[Click here to Apply](#)

### ONLINE BUSINESS APPLICATION



Copyright ©DICT 2023  
All Rights Reserved



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



Code	Description	Units	Capital Investment	Essential	Non-essential	Actions
11053	Water purifying and refilling station	0	300000	0.00	0.00	

Document Title	Attachment	Release	Action
Barangay Clearance for Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Fire Safety Inspection Certificate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Certificate of Occupancy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Localational Clearance (For Business Permit)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
DTI / SEC / CDA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Lease Contract / Consent of Land Owner / Affidavit of Undertaking (For Government Lot)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Localational Sketch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

**UNIFIED APPLICATION FORM FOR NEW BUSINESS PERMIT**

Payment:  NEW (Annually) /  RENEWAL (Bi-annually)

ADDITIONAL:  Quarterly

A. BUSINESS INFORMATION AND REGISTRATION  
Please choose one:  Single Proprietorship /  One Person Corporation /  Partnership /  Corporation /  Cooperative  
Sex:  Male /  Female

DTI/SEC/CDA Registration Number: 123456789 | Tax Identification Number (TIN): 123-456-789-132

Business Name: WATER REFILLING STATION

Main Office Address: House/Bldg No. \_\_\_\_\_ Name of Building \_\_\_\_\_ Lot No. \_\_\_\_\_ Block No. \_\_\_\_\_  
Street No. \_\_\_\_\_ Barangay: BAKHWAY | Subdivision \_\_\_\_\_  
City/Municipality: ILOILO | Province: ILOILO | Zip Code: ILOILO CITY - 5000

Telephone No.: 3331111 | Mobile No.: 0998387899 | Email Address: juan@ibailes2022@gmail.com

Name of Owner: (For Sole Proprietorship) Surname: CABALES | Given Name: JUAN | Middle Name: BARZA | Suffix: \_\_\_\_\_  
(For Corporations/Cooperative/Partnerships) Surname: \_\_\_\_\_ | Given Name: \_\_\_\_\_ | Middle Name: \_\_\_\_\_ | Suffix: \_\_\_\_\_  
Name of President/Officer in Charge: \_\_\_\_\_



# Pay your LGU Taxes via the Internet



## FOLLOW THESE SIMPLE STEPS:

- 1 Go to <https://prod12.ebpls.com/iloiloiloilo/index.php> and click **Register Now**.
- 2 **Log-in** to your iBPLS account using your **username** and **password**
- 3 Fill-out the transaction details and choose your preferred **Payment Mode**.\* If **LANDBANK/OFBank ATM**, enter your 10-digit Account Number.
- 4 Input **Captcha Challenge** and check the **Terms and Conditions**. Click **Continue**.
- 5 **Submit** your payment details, including the **One-Time Password (OTP)**
- 6 View/Print **Payment Confirmation Receipt**.

Note: Available to account holders of LANDBANK and BancNet participating banks who are enrolled to iAccess and BancNet Online, respectively.

### \*Payment Gateway Options:

- LANDBANK ATM and OFBank Debit Accounts
- Participating BancNet member-banks
- Cash Payment Options via Partner Collection Outlets
- Other banks via PCHC PayGate
- eWallets via MYEG
- Credit Card (GPAP)

For more information, visit [www.landbank.com](http://www.landbank.com) or call LANDBANK Customer Care at (02) 8-405-7000 or 1-800-10-405-7000 (PLDT Domestic Toll Free).

Regulated by the Bangko Sentral ng Pilipinas

T: (+632) 8708-7087 | SMS: 021582277 (Globe) | E-mail: [consumeraffairs@bsp.gov.ph](mailto:consumeraffairs@bsp.gov.ph)  
Webchat: <http://www.bsp.gov.ph/> | Facebook: @BangkoSentralngPilipinas

Deposits are insured by PDIC up to P500,000 per depositor.  
A proud member of **BancNet**

# ONLINE PAYMENT OPTIONS



## PAYMENT OPTIONS AND TRANSACTION FEES\*



**Debit and Prepaid Cards**  
Transaction Fee: Php 7.00



**PCHC Member Banks**  
(BPI, PSBank, RCBC, Robinsons Bank & Union Bank)  
Transaction Fee: Php 17.00



**BancNet Member Bank ATM / Debit Cards**  
Transaction Fee: Php 17.00



**Visa, Mastercard & JCB Prepaid Cards**

Transaction Fee:

Minimum Merchant Discount Rate (MDR) of 2.5% + 0.5% withholding tax



**Partner Agents and eWallets**  
Transaction Fee: Php 30.00



**LANDBANK**

SERVING THE NATION

\*Transaction fee is charged to payor



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



# 6. DEVELOPMENT & PROVISION OF ECONOMIC DATA

The collage features several key documents and graphics:

- USWAG ILOILO** brochures: "COMPETENT LOCAL GOVERNMENT", "MELTING POT FOR EDUCATION", "A TECHNOLOGY HUB", "POWERED BY MODERN PUBLIC UTILITIES AND INTERNET SERVICES", "IN EVERY TRAVELER'S BUCKET LIST AND WICE DESTINATION", "MOST LIVABLE", "SMART CITY", "THE GATEWAY TO PANAY ISLAND", "INTRODUCTION".
- INVEST IN ILOILO Philippines** logo and central graphic.
- 2022 ECONOMIC PROFILE** for Iloilo City, Philippines.
- Business and Industry** infographics: "PEACE AND ORDER", "AGRI-AQUA CULTURE", "HEALTH CARE", "TOURISM", "ECONOMY", "ILOILO CITY PROFILE".
- Demographic and Education** infographics: "LITERACY RATE", "TOP 5 ENROLLMENT", "DEMOGRAPHY", "FAMILY INCOME", "POVERTY STATISTICS".
- A Quick look of Iloilo** infographic with a map and statistics: "Iloilo Province: First class province", "Iloilo City (Capital): One of the Highly Urbanized Cities in Western Visayas (Region 6)", "Located in the southern coastal part of Panay Island", "Land Area (Iloilo Province and City) 474,576 has. or 4,747.76 sq. km.", "Iloilo City: 744 has. or 74.4 sq. km.", "Total Province: 48,267 has. or 483.2 sq. km.", "Iloilo City: Quoted as 7 districts", "Composed of 160 Barangays".
- INVEST IN ILOILO NOW!** promotional graphic.
- ILOILO'S ECONOMY** presentation slide with the City of Iloilo logo.
- PREPARATION OF INVESTMENT DECK / PRESENTATION** text at the bottom of the slide.

## Prepare and disseminate investment kits



# 6. DEVELOPMENT & PROVISION OF ECONOMIC DATA



International Container Terminal Services, Inc.

AYALA Corporation

CBRE Philippines

Rockwell Land Corporation



WNS Philippines

ACA Water Analysis and Laboratory Services Inc.

Converge ICT

AUKSILYO Cad Outsource Studio



Philippine Statistics Authority

University of San Agustin

Economic Data received and provided in accurate and timely manner



# 7. PROVISION OF INVESTMENT ADVISORY SERVICES

## INCENTIVE REFERRALS



C/O MR. FRANCIS TIU



Asia Pacific  
Medical Center  
Iloilo



DWELLU



Orchard Valley,  
Inc.



JJJ Enterprises, Inc.



## FACILITATION



ACA Water Analysis and  
Laboratory Services Inc.

## ORIENTATION / BRIEFINGS



International Container Terminal  
Services, Inc.



# 8. ORGANIZING OF BUSINESS FORUMS AND CONFERENCES



**COVID-PROOFING YOUR BUSINESS AND WORKPLACE**

ONLINE CONFERENCE  
**23 FEBRUARY 2022** | 2:00 PM  
 via ZOOM

**CONFERENCE SPEAKERS**

**HON. JERRY P. TREÑAS**  
 Mayor, City of Iloilo

**DR. ROLAND JAY FORTUNA**  
 COVID-19 Medical Team Focal Person  
 Medical Officer - IV, City Health Office

**ATTY. FYDAH MARIE SABANDO**  
 Attorney III, City Mayor's Office

**MR. JECK CONLU**  
 Head, Public Safety Transportation  
 Management Office (PSTMO)

**DRa. MARIGOLD CALSAS**  
 Head, City Epidemiology and  
 Surveillance Unit (CESU)

**MS. MICHELLE ESPINOSA**  
 Warehouse Manager  
 S&R Membership Shopping-Iloilo

**MR. ERIC DOLLOSA**  
 Asst. Housekeeping Manager  
 Ciudadines Amigo Iloilo

**MS. HORTENCIA CHIN**  
 Iloilo Site Director  
 LEGATO Iloilo Health Technologies

**MS. VELMA JANE C. LAO**  
 LEDIP Officer  
 EMCEE | MODERATOR

**PRE-REGISTRATION LINK**  
<https://bit.ly/COVID-Proofing>

Local Economic Development and Investment Promotion (LEDIP) Office



**COVID-PROOFING YOUR BUSINESS AND WORKPLACE**

ONLINE CONFERENCE  
**23 FEBRUARY 2022** | 2:00 PM  
 via ZOOM



**COVID-PROOFING YOUR BUSINESS AND WORKPLACE**

23 February 2022 | Online via ZOOM

**111 Registered Participants**



**Thank You!**  
 for joining the

**COVID-PROOFING YOUR BUSINESS AND WORKPLACE**

ONLINE CONFERENCE  
 on 23 February 2022, 2:00 PM via ZOOM.




**COVID-PROOFING YOUR BUSINESS AND WORKPLACE**

ONLINE CONFERENCE  
**23 FEBRUARY 2022** | 2:00 PM  
 via ZOOM



**PROGRAMME**

2:00pm Preliminaries Prayer Philippine National Anthem Iloilo City Hymn	<b>HON. JERRY P. TREÑAS</b> Mayor, City of Iloilo
2:05pm Welcome Remarks	<b>DR. ROLAND JAY FORTUNA</b> COVID-19 Medical Team Focal Person Medical Officer IV, City Health Office (CHO)
2:15pm COVID Status of Iloilo City	<b>ATTY. FYDAH MARIE SABANDO</b> Attorney III, City Mayor's Office
2:30pm Prevention Strategies in the Workplace	<b>MR. JECK CONLU</b> Head, Public Safety Transportation Management Office (PSTMO)
2:45pm COVID Reporting Protocols	<b>DRa. MARIGOLD CALSAS</b> Head, City Epidemiology and Surveillance Unit (CESU)
3:00pm Open Forum	<b>MS. MICHELLE ESPINOSA</b> Warehouse Manager S&R Membership Shopping-Iloilo
3:15pm Sharing of Best Practices	<b>MR. ERIC DOLLOSA</b> Asst. Housekeeping Manager Ciudadines Amigo Iloilo
	<b>MS. HORTENCIA CHIN</b> Iloilo Site Director LEGATO Iloilo Health Technologies
3:45pm Open Forum	<b>MS. VELMA JANE C. LAO</b> LEDIP Officer EMCEE   MODERATOR



# 8. ORGANIZING OF BUSINESS FORUMS AND CONFERENCES

**SAVE THE DATE**



## SHAPING THE FUTURE OF WORK FOR ILOILO

APRIL 27, 2022 | 2PM | VIA ZOOM

Contact details: LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE  
(033) 333 1111 loc. 813 | 216 | 0916 292 7389 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | Invest in Iloilo City, Philippines



### A FORUM ON SHAPING THE FUTURE OF WORK FOR ILOILO

APRIL 27, 2022 | 2:00 PM ONLINE VIA ZOOM

#### CONFERENCE SPEAKERS



**DR. WINSTON CONRAD PADOJINOG, JR.**  
President, University of Asia and the Pacific



**HON. JERRY P. TREÑAS**  
Mayor, City of Iloilo



**MR. JACK MADRID**  
President & CEO, IT & Business Process Association of the Philippines



**MS. MARICRIS SARINO-JOSON**  
Director, Office Services Colliers

#### PROGRAMME

7:00pm	PRELIMINARIES
7:30pm	WELCOME REMARKS
7:45pm	BUSINESS & WORKFORCE POST PANDEMIC
8:00pm	VIS-MIN PROPERTY MARKET
8:15pm	WORKMODE INNOVATIONS
8:30pm	REACTIONS
8:45pm	OPEN FORUM

#### CONFERENCE REACTORS



**MS. NORA TERRADO**  
Country Head, Logica Health Technologies



**DR. REBECCA RASCON**  
Regional Director, Department of Trade and Industry 5



**EMCEE | MODERATOR**  
**MS. VELMA JANE LAO**  
Iloilo City LEDIP Officer

**EMCEE | MODERATOR**  
**MS. VELMA JANE LAO**  
Iloilo City LEDIP Officer

**JOIN US | REGISTER NOW!**  
<https://bit.ly/Shaping-FW-Iloilo>

Contact details:  
LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE  
(033) 333 1111 loc. 813 | 216 | 0916 292 7389 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | Invest in Iloilo City, Philippines



## A FORUM ON SHAPING THE FUTURE OF WORK FOR ILOILO

APRIL 27, 2022 | 2:00 PM ONLINE VIA ZOOM



### CONFERENCE SPEAKERS



**HON. JERRY P. TREÑAS**  
Mayor, City of Iloilo



**DR. WINSTON CONRAD PADOJINOG, JR.**  
President, University of Asia and the Pacific



**MR. JACK MADRID**  
President & CEO, IT & Business Process Association of the Philippines



**MS. MARICRIS SARINO-JOSON**  
Director, Office Services Colliers

**JOIN US | REGISTER NOW!**  
<https://bit.ly/Shaping-FW-Iloilo>

Contact details:  
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(033) 333 1111 loc. 813 | 216 | 0916 292 7389 | [investiniloilocity@gmail.com](mailto:investiniloilocity@gmail.com) | Invest in Iloilo City, Philippines

# SHAPING THE FUTURE OF WORK FOR ILOILO

27 April 2022 | Online via ZOOM

136 Registered Participants



# 8. ORGANIZING OF BUSINESS FORUMS AND CONFERENCES



## CUSHIONING INFLATION IMPACT WITH LOCAL INITIATIVES



ONLINE CONFERENCE VIA ZOOM  
16 DECEMBER 2022 (FRIDAY) | 2:30PM



### CONFERENCE SPEAKERS



**HON. JERRY P. TREÑAS**  
Mayor, City of Iloilo



**DIR. ARECIO CASING, JR.**  
OIC-Regional Director  
National Economic and  
Development Authority VI



**DR. WINSTON PADOJINONG**  
President  
University of Asia & the Pacific



**DIR. NELIDA C. AMOLAR**  
OIC-Regional Director  
Philippine Statistics Authority



**PROF. VIORY YVONNE JANE0**  
Faculty-School of Economics  
University of Asia & the Pacific

SCAN TO REGISTER



OR  
REGISTRATION LINK  
[bit.ly/3uHeHg0](https://bit.ly/3uHeHg0)

FOR INQUIRIES

Local Economic Development and  
Investment Promotion (LEDIP) Office  
333 1111 loc. 813 | 0916 292 7389 | investniloilocity@gmail.com

# CUSHIONING INFLATION IMPACT WITH LOCAL INITIATIVES

16 December 2022 | Online via ZOOM

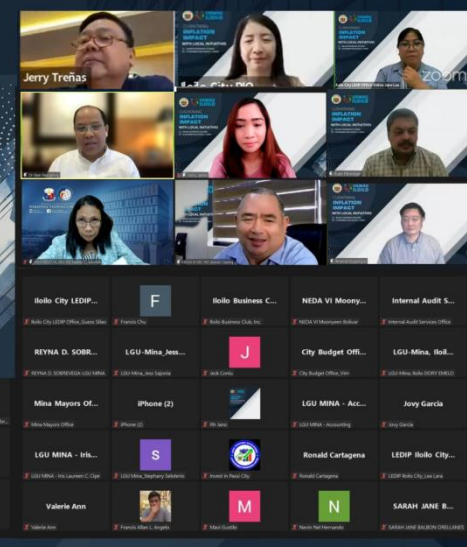
66 Registered Participants



## THANK YOU

for joining the CUSHIONING  
INFLATION IMPACT  
WITH LOCAL INITIATIVES

ONLINE CONFERENCE VIA ZOOM  
16 DECEMBER 2022 (FRIDAY) | 2:30PM





# 8. ORGANIZING OF BUSINESS FORUMS AND CONFERENCES

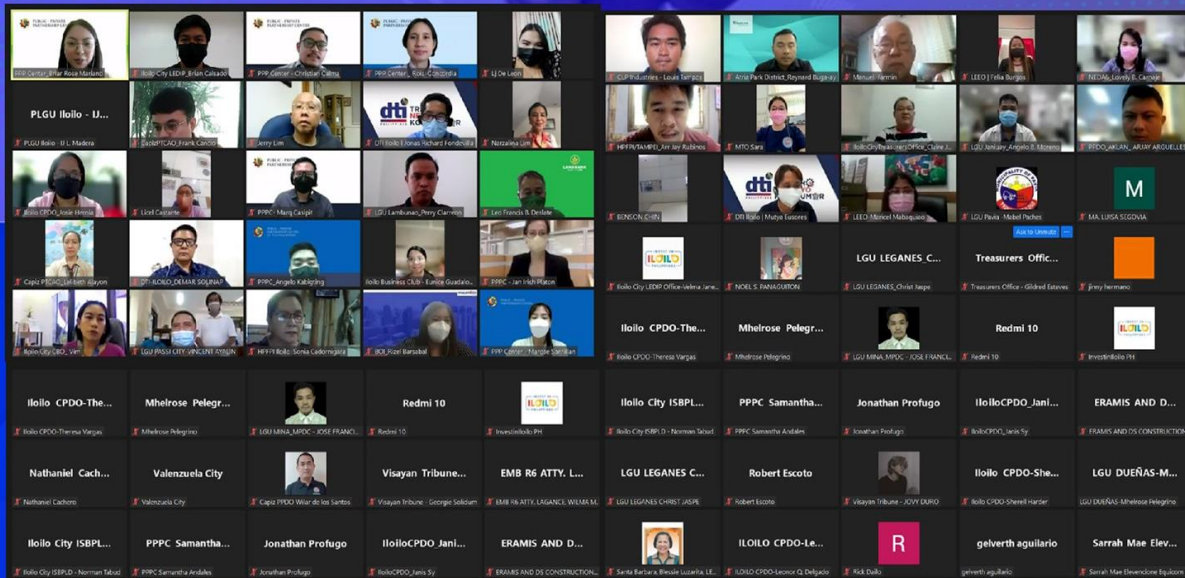
*Thank You!*

for joining the

## PPP/JV 101

**PUBLIC-PRIVATE PARTNERSHIP / JOINT VENTURE**

**ONLINE CONFERENCE**  
via ZOOM  
March 29, 2022 (Tuesday)  
9:00am - 12:00nn



Public-Private Partnership (PPP) Center in partnership with the Iloilo City Government.

PUBLIC-PRIVATE PARTNERSHIP / JOINT VENTURE  
**PPP/JV 101**

ONLINE CONFERENCE via ZOOM  
March 29, 2022 (Tuesday)  
9:00am - 12:00nn

**CONFERENCE SPEAKERS**

PPP/JV 101 | MARCH 29, 2022 | via ZOOM

**JERRY P. TREAS**  
CITY OF ILOILO

**FERRISA FRANCISCA T. CONCORDIA**  
DIRECTOR OF PPP CENTER

**CRISTIAN PLACIDO S. GALMA**  
MANAGING DIRECTOR

**MA. LERNA L. ADVINCULA**  
MANAGING DIRECTOR

**PPP/JV 101 PROGRAM**  
MARCH 29, 2022 | via ZOOM

Time	Activity	Participants	Facilitator
9:00 AM	Opening Activities	Opening Remarks	MAYOR JERRY TREAS
9:15 AM	Introduction to the Philippine PPP Program	Philippine PPP Program Learning Objectives	MA. LERNA L. ADVINCULA
9:30 AM	Division of the PPP Program	PPP Center PPP Center PPP Center	FERRISA FRANCISCA T. CONCORDIA
9:45 AM	Division of the PPP Program	PPP Center PPP Center PPP Center	CRISTIAN PLACIDO S. GALMA
10:00 AM	Case Study: Existing Local PPP Projects	Overview of the Project Project Results and Lessons Learned	MA. LERNA L. ADVINCULA
10:15 AM	Q&A	Ask Us Anything	MA. LERNA L. ADVINCULA
10:30 AM	Closing Activities	Final Administration Closing Remarks Photo Opportunity	MA. LERNA L. ADVINCULA

**REGISTER NOW!** REGISTRATION LINK: <https://bit.ly/PPP-JV-101>

**RATIONALE**

The Public-Private Partnership Center PPP Center of the Philippines is mandated to facilitate the implementation of the country's PPP Program and Projects, by virtue of Executive Order No. 8 of series of 2010, as amended (E.O. No. 104-A of 2015).

**OBJECTIVES**

1. To understand the PPP Program and the PPP Center's role and mandate.
2. To determine the legal and regulatory framework for PPP implementation.
3. To know the concepts and processes of PPP projects in the Philippines, and
4. To appreciate the lessons learned and best practices from an actual local PPP project.

**Contact Details**

**LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS (LEDIP) OFFICE**

LEDIP, LEDIP (City, Bldg. City Hall Bldg., 2nd Floor, Room 201-C, Iloilo City, Philippines)  
053-523-1311 ext. 403218  
053-523-7390  
invest@ledip.gov.ph  
ledip@iloilo.gov.ph

# PUBLIC-PRIVATE PARTNERSHIP / JOINT VENTURE (PPP/JV) 101

29 March 2022 | Online via ZOOM

88 Registered Participants



# 9. DEVELOPMENT OF A SMART CITY

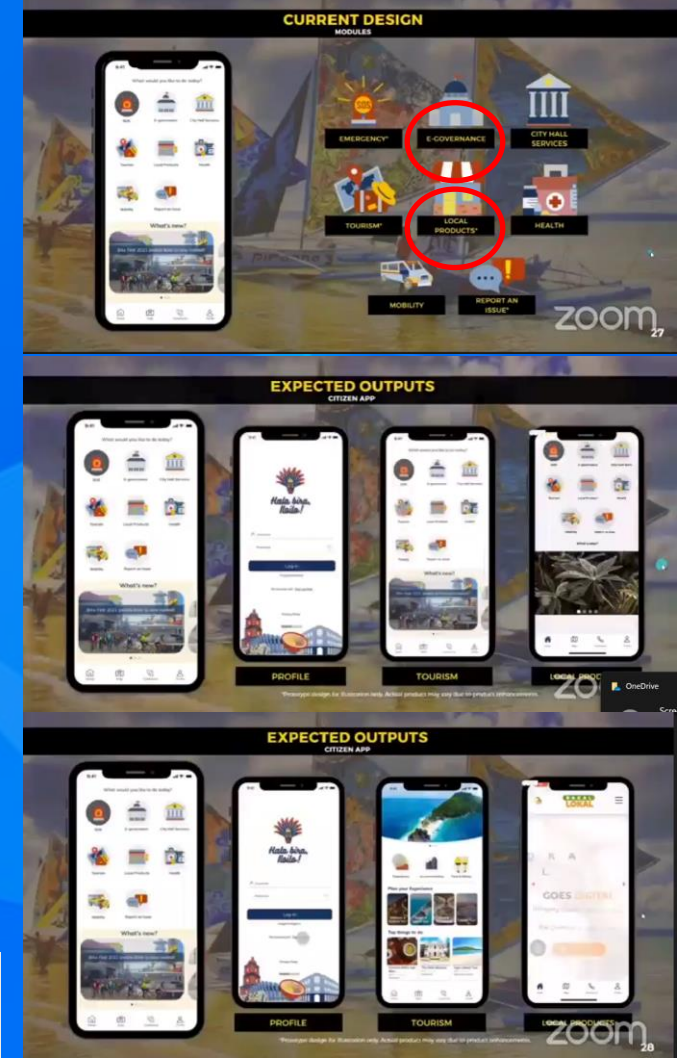
## LUNGSOD Connect Iloilo Mobile App



# Lungsod Connect Iloilo



### The Lungsod Project



# 9. DEVELOPMENT OF A SMART CITY

What would you like to do today?



E-Government



City Hall Services



Tourism



Local Products



Health



Mobility



Report an Issue

## What's new?

### REPORT AN ISSUE

Report an Issue (RAI) module allows the users to report city issues/ concerns they experience that does not require immediate attention from the authorities. These concerns can be related to waste management, constructions, traffic, etc.



Home



Map



SOS



Contact Us



Profile

# 10. IMPLEMENTATION OF THE INNOVATE ILOILO PROJECT



**ILOILO: A Premiere  
Innovation Hub in the  
Philippines by 2030**



**INNOVATION-  
CENTRIC POLICIES  
& GOVERNANCE**

**SMART CITIES &  
COMMUNITIES**

**INNOVATION-  
DRIVEN  
ECONOMY**

**CREATIVE  
INDUSTRY**

**VISIONARY  
LEADERSHIP**

**GLOBALLY  
COMPETITIVE  
ACADEME**

**INTERNATIONALLY  
RECOGNIZED R&D  
CENTERS**

**STRONG STARTUP  
ECOSYSTEM**



# BUSINESS ENABLING ENVIRONMENT

1. Creating an optimistic business investment climate through policies & programs that promote local economic development and competitiveness;
- 2. Pursuing transparent regulatory practices that achieve efficiency in governance;**
3. Leveraging on private sector engagement for shared accountability in economic performance;
4. A strong and visionary leadership

# 1. FUNCTIONAL JOINT INSPECTION TEAM (JIT)



## JIT TEAM INSPECTION & MONITORING



## 2. Anti-Red Tape Act (ARTA) and Citizen's Charter Compliance



REORIENTATION  
of ARTA Act  
*26 January 2022*

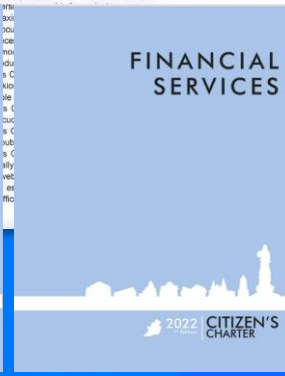
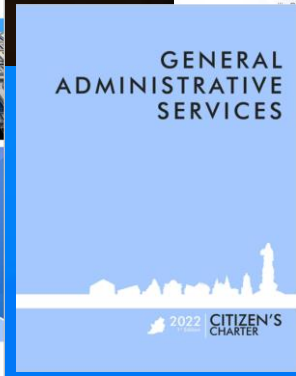
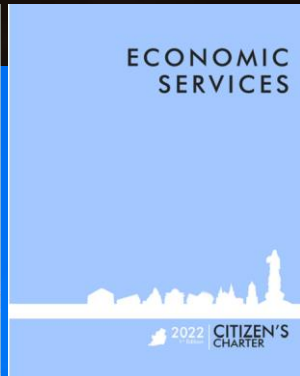
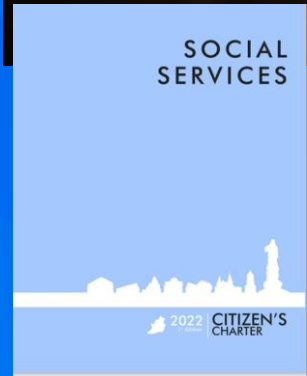
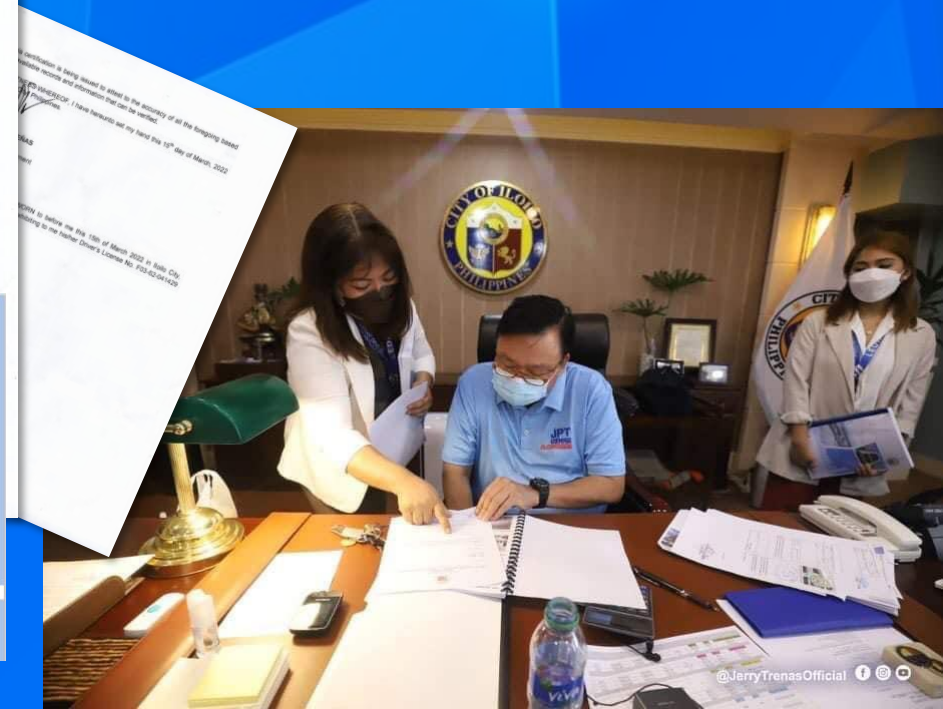
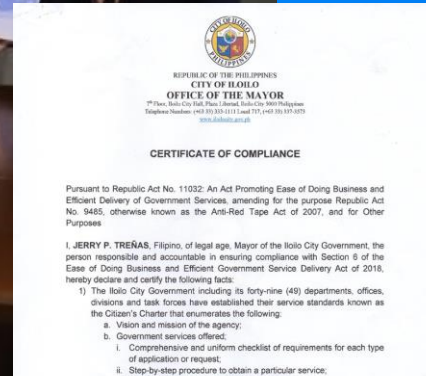


## 2. Anti-Red Tape Act (ARTA) and Citizen's Charter Compliance

# CITIZEN'S CHARTER

Submitted to ARTA last March 15, 2022

➤ Issuance of Certificate of Compliance (COC)





# BUSINESS ENABLING ENVIRONMENT

1. Creating an optimistic business investment climate through policies & programs that promote local economic development and competitiveness;
2. Pursuing transparent regulatory practices that achieve efficiency in governance;
- 3. Leveraging on private sector engagement for shared accountability in economic performance;**
4. A strong and visionary leadership

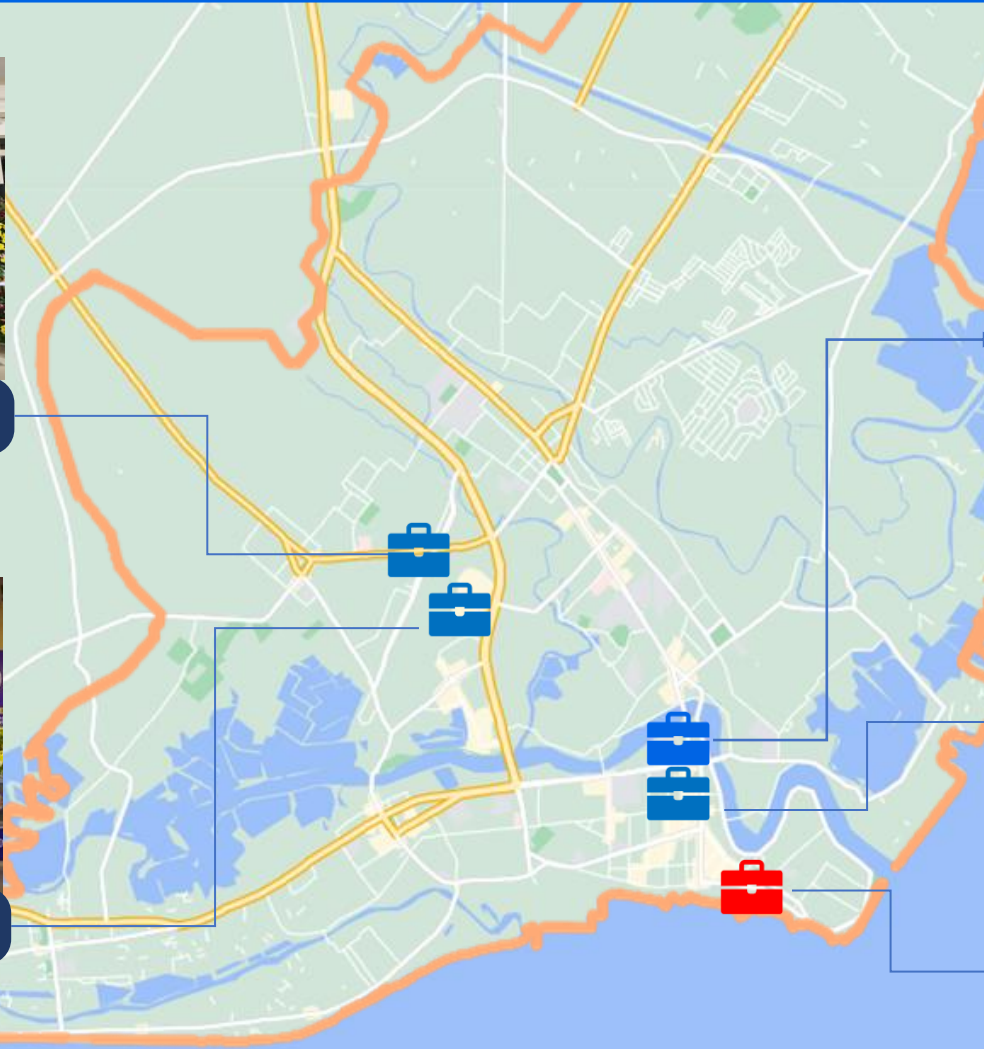
# 1. INSTALLATION OF BUSINESS ONE-STOP SHOP (BOSS) AND OFF-SITE PAYMENT CENTERS



FESTIVE MALL (MEGAWORLD)



SM CITY ILOILO



ATRIUM ILOILO



MARYMART MALL



ILOILO CITY HALL

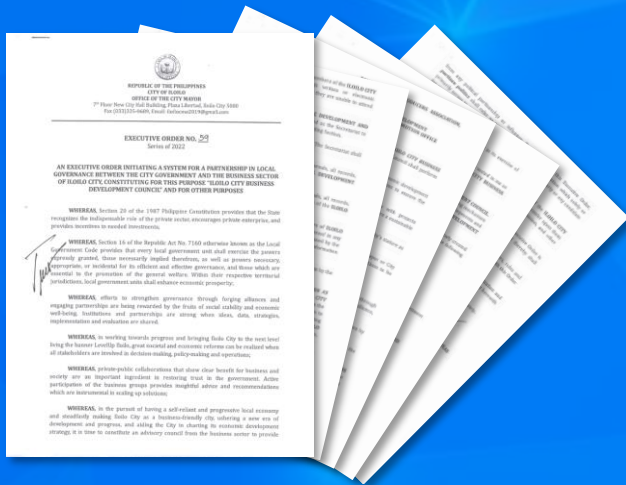


# 2. STRENGTHENING OF PARTNERSHIPS

## ILOILO CITY BUSINESS DEVELOPMENT COUNCIL (ICBDC)

### Executive Order No. 59

An Executive Order initiating a system for a partnership in Local Governance between the City Government and the Business Sector of Iloilo City.



### ICBDC MEETING



## 2. STRENGTHENING OF PARTNERSHIPS



Revitalization of the Iloilo Central and Terminal Markets through PPP with SM Prime Holdings



## 2. STRENGTHENING OF PARTNERSHIPS

### ILOILO CITY INVESTMENT COORDINATION NETWORK (ICoN)



## 2. STRENGTHENING OF PARTNERSHIPS



## EUROPEAN CHAMBER OF COMMERCE OF THE PHILIPPINES (ECCCP)

- 11 MAY 2022
- Partnerships in business activities.



## 2. STRENGTHENING OF PARTNERSHIPS



FREE EVENT

# Growth Opportunities: Invest, Work, and Stay in Iloilo City

04 July 2022

02:00 PM - 03:30 PM (GMT+8)

Zoom

### SPEAKERS



Keynote Speaker  
**Hon. Jerry P. Treñas**  
Mayor, Iloilo City



**Ms. Velma Jane Lao**  
Iloilo City Local Economic  
Development and  
Investment Promotion



**Mr. Roel Castro**  
President and CEO  
MORE Electric and Power  
Corporation



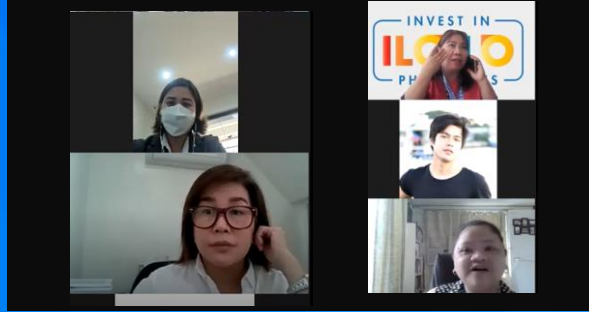
**Mr. Terrence Uygongco**  
Chairman, Iloilo Economic  
Development Foundation, Inc.



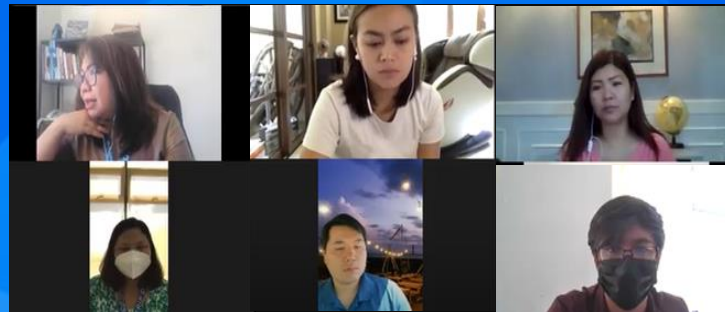
# 3. CONDUCT OF REGULAR BUSINESS CONSULTATION MEETINGS



ILOILO FEDERATION OF INFORMATION TECHNOLOGY (IFIT)



BANKERS ASSOCIATION, INC.



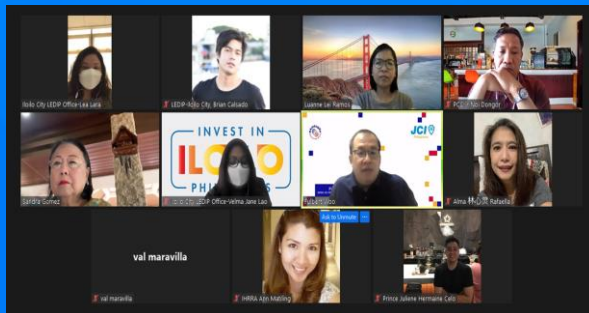
ILOILO HOTELS, RESTAURANTS AND RESORTS ASSOCIATION (IHRRRA)



POPA AGRICULTURE COOPERATIVE



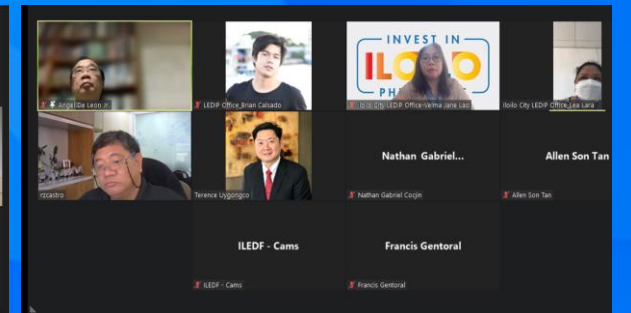
AUTO PARTS ESTABLISHMENTS



PHILIPPINE CHAMBER OF COMMERCE AND INDUSTRY-ILOILO



ILOILO BUSINESS CLUB (IBC)



ILOILO LOCAL ECONOMIC DEVELOPMENT (ILED)





# 3. CONDUCT OF REGULAR BUSINESS CONSULTATION MEETINGS

## BUSINESS MEETING WITH REAL ESTATE DEVELOPERS, BROKERS, UTILITIES, AND INVESTMENT PROMOTION AGENCIES

14 October 2022



# BUSINESS ENABLING ENVIRONMENT

1. Creating an optimistic business investment climate through policies & programs that promote local economic development and competitiveness;
2. Pursuing transparent regulatory practices that achieve efficiency in governance;
3. Leveraging on private sector engagement for shared accountability in economic performance;

## 4. A strong and visionary leadership

(2022-2028)



**VISION** By 2029, Iloilo City shall be a model of a liveable, sustainable, and resilient city of well-governed, and empowered Ilonggos that safeguard the environment and preserve the culture while sustaining a robust, inclusive, and innovative economy.

**STRATEGY MAP 2028**  
*City Government of Iloilo*

Healthy and Productive Ilonggos

Clean Environment with a Balanced Biodiversity

Robust, Inclusive, & Innovative Economy

Position Iloilo City among the Top 3 Most Competitive Highly-Urbanized Cities in the Philippines by 2028

ENVIRONMENTAL SUSTAINABILITY

RESILIENT INFRASTRUCTURE

INNOVATIVE ECONOMIC DEVELOPMENT

SOCIAL SERVICES

EMPOWERED CITIZENRY

ORGANIZATIONAL DEVELOPMENT

SMART CITY GOVERNANCE

RESOURCE MANAGEMENT

INSTITUTIONAL SAFEGUARDS

**MISSION** Iloilo will be one of the top three liveable, sustainable, and resilient highly-urbanized city driven by participatory and inclusive governance, the highest standards of integrity and transparency, and with careful regard to arts and cultural heritage preservation, and environmental rehabilitation, protection, and development.

**CORE VALUES**  
God-centred | Family & Community | Efficiency & Excellence | Entrepreneurial Spirit | Responsive Citizenry | Good Governance | Integrity | Environmental Stewardship

Impact

Position

Core

Support



# 1. REVISITING THE STRATEGIC ROADMAP

## STRATEGY REFRESH AND ORGANIZATIONAL DEVELOPMENT PROGRAM

STRATEGIC FORMULATION SESSION | 19-21 OCTOBER 2022



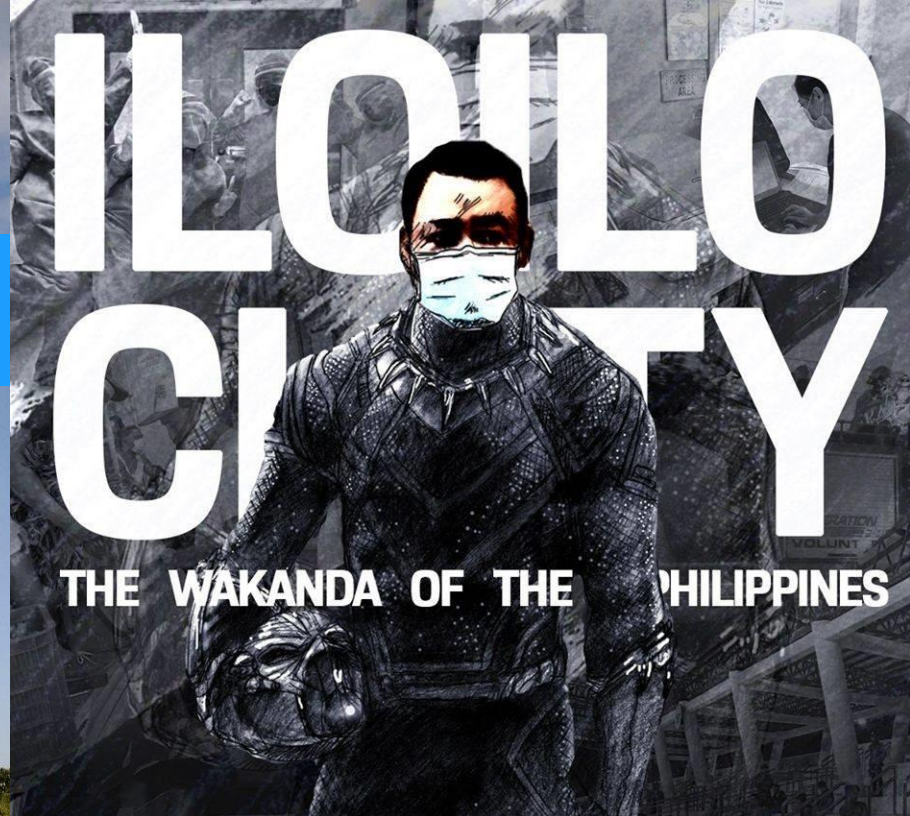
# 1. REVISITING THE STRATEGIC ROADMAP

## STRATEGY REFRESH AND ORGANIZATIONAL DEVELOPMENT PROGRAM

LEADERSHIP TEAM ENHANCEMENT AND CASCADING SESSION | 8-11 NOVEMBER 2022



ILOILO is a WAKANDA for the right reasons



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



## 2. STRONG AND VISIONARY LEADERSHIP



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!





# STRATEGIC LOCAL INDUSTRY PRIORITIZATION & PROMOTION

**1. Prioritizing industries or sectors where Iloilo City has competitive advantages which can be developed to attract investments**

2. Institutionalization of the Local Economic Development and Investment Promotion Office to enable coherent interface between Iloilo City Government's investment priorities and its people's aspirations





# 1. PROMOTION OF ILOILO AS MEETINGS, INCVENTIVES, CONFERENCES, AND EXHIBITIONS (MICE) DESTINATION



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



## 2. PROMOTION OF ILOILO CITY AS BPO HUB



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



# 3. DEVELOPMENT AND PROMOTION OF ILOILO ARTS, HERITAGE AND CULTURE



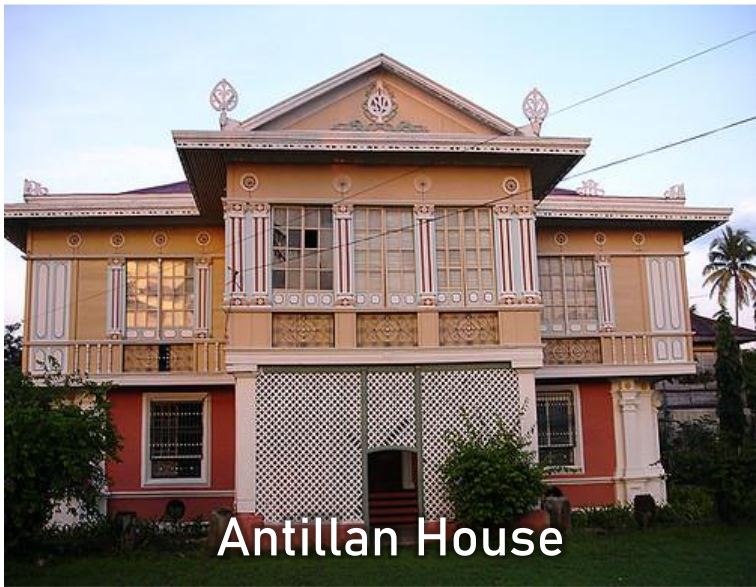
## ILOILO CITY FESTIVALS



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



# 3. DEVELOPMENT AND PROMOTION OF ILOILO ARTS, HERITAGE AND CULTURE



Antillan House



Calle Real



Sinamay House



Camiña Balay na Bato

## HERITAGE BUILDINGS



Museum of the Philippines Economic History



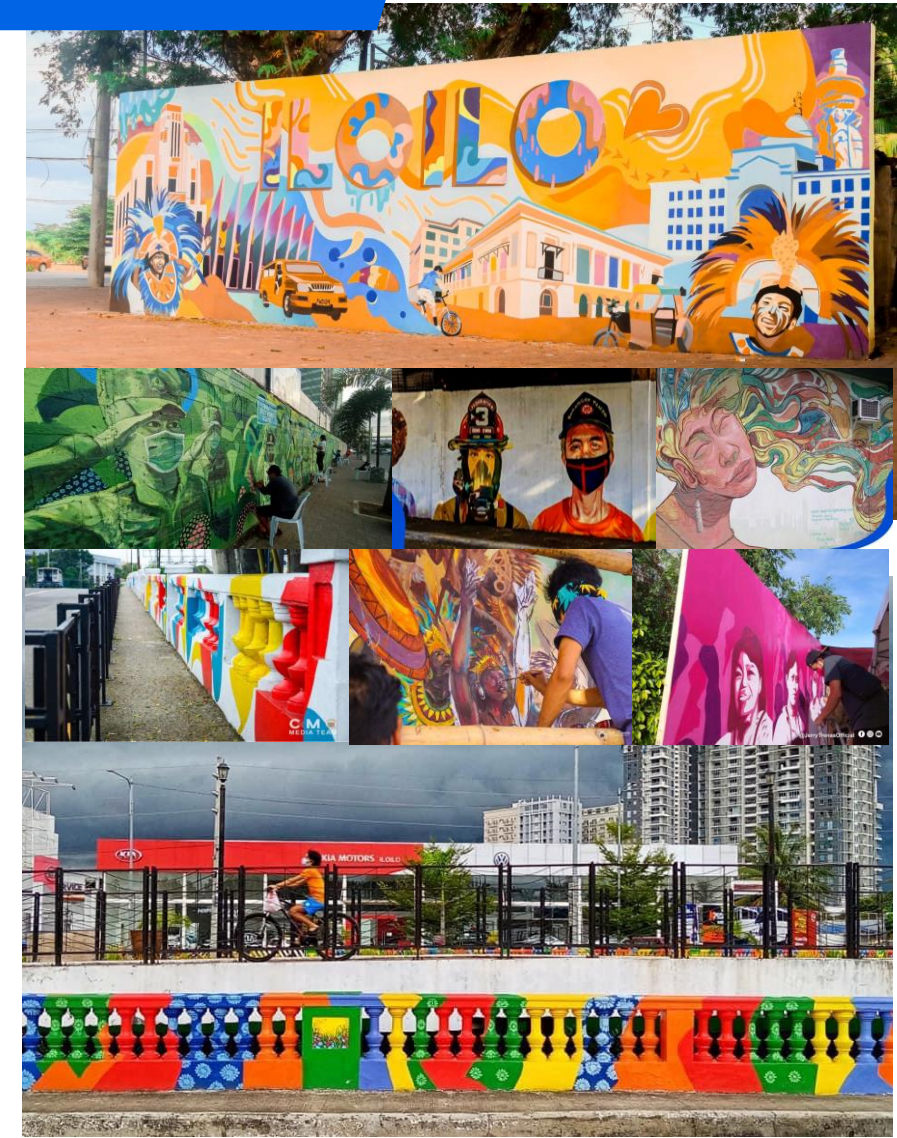
Casa Mariquit



# 3. DEVELOPMENT AND PROMOTION OF ILOILO ARTS, HERITAGE AND CULTURE



ILOILO CITY MURALS & PUBLIC ART



ILOILO CITY GOVERNMENT | USWAG ILOILO | LEVEL UP ILOILO | INVEST IN ILOILO, NOW!



# 4. PROMOTION OF ILOILO CITY AS GASTRONOMIC DESTINATION



## MUST TRY, MUST EAT IN THE CITY



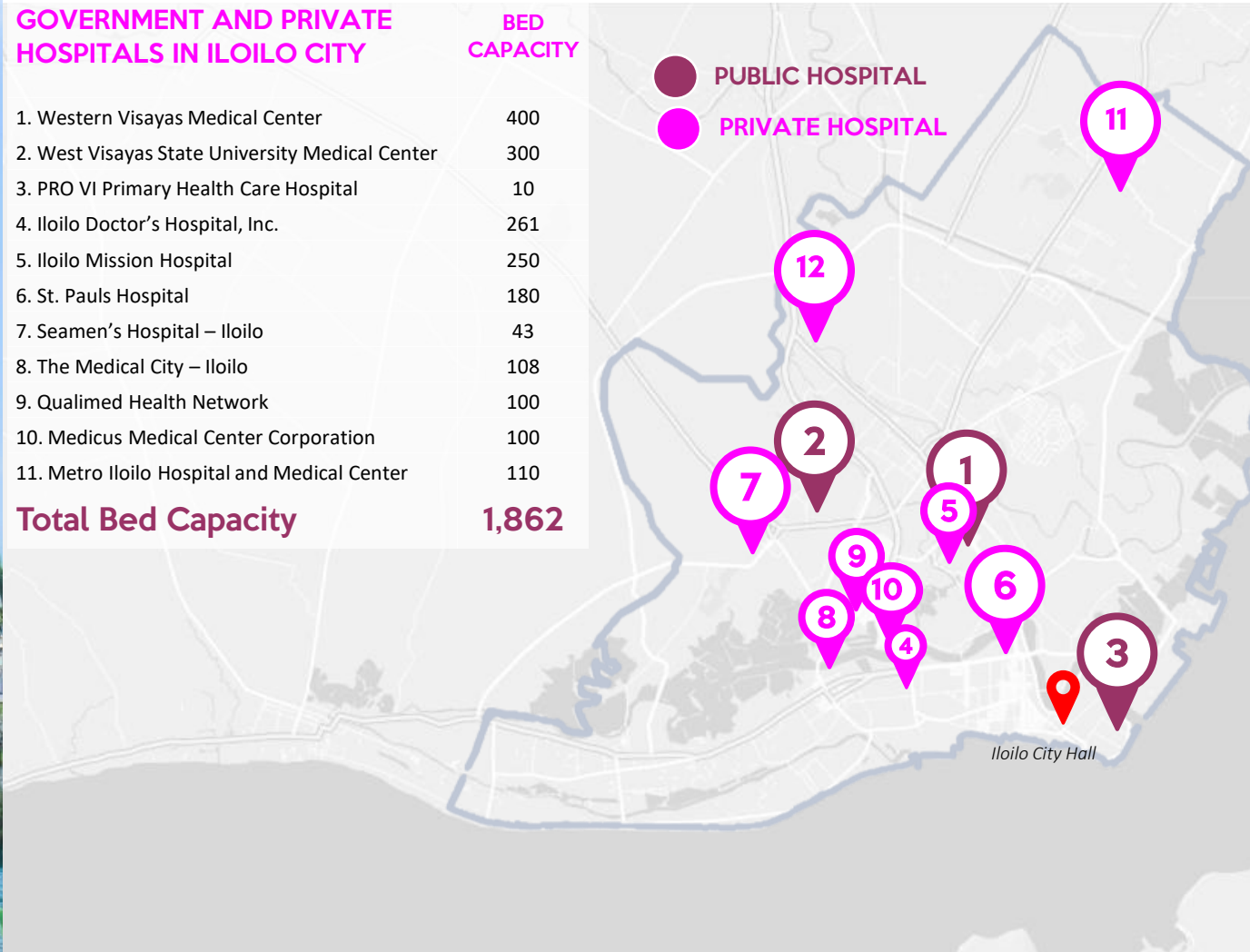
# 5. POSITIONING ILOILO CITY AS MEDICAL TOURISM CENTER



## GOVERNMENT AND PRIVATE HOSPITALS IN ILOILO CITY

	BED CAPACITY
1. Western Visayas Medical Center	400
2. West Visayas State University Medical Center	300
3. PRO VI Primary Health Care Hospital	10
4. Iloilo Doctor's Hospital, Inc.	261
5. Iloilo Mission Hospital	250
6. St. Pauls Hospital	180
7. Seamen's Hospital – Iloilo	43
8. The Medical City – Iloilo	108
9. Qualimed Health Network	100
10. Medicus Medical Center Corporation	100
11. Metro Iloilo Hospital and Medical Center	110

**Total Bed Capacity 1,862**



# STRATEGIC LOCAL INDUSTRY PRIORITIZATION & PROMOTION

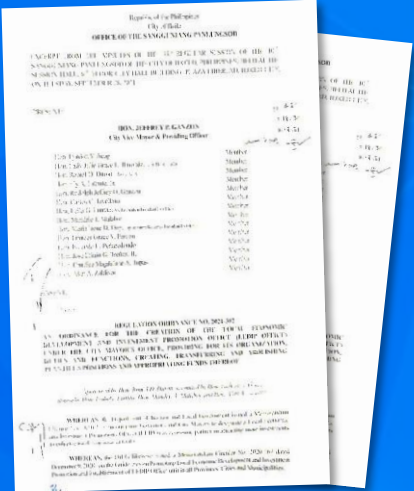
1. Prioritizing industries or sectors where Iloilo City has competitive advantages which can be developed to attract investments

**2. Institutionalization of the Local Economic Development and Investment Promotion Office to enable coherent interface between Iloilo City Government's investment priorities and its people's aspirations**



# 1. CREATION OF THE LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICE

## ▶ HOW IT STARTED?



The creation of the **Local Economic Development and Investment Promotion (LEDIP) Office** under the **City Mayor's Office** was provided under Regulation Ordinance 2021-302 dated 28 September 2021.



# 1. CREATION OF THE LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICE



# FUNCTIONS OF LEDIP OFFICE

## ILOILO CITY: A Premier **SMART** City of Excellence

**S**ervice | **M**anufacturing and Agri-business | **A**rts and Culture | **R**esearch Technology | **T**ourism

### INVESTMENTS

### EMPLOYMENT

**INVESTMENT PROMOTION &  
SERVICING ACTIVITIES**  
includes Business Permit &  
Licensing & BRE

**MICRO, SMALL AND MEDIUM  
ENTERPRISES (MSMEs)  
DEVELOPMENT**  
includes INDUSTRY/SECTOR  
DEVELOPMENT

**STRATEGIC MANAGEMENT  
(GOOD GOVERNANCE)**



# PRESENCE OF SOCIAL MEDIA ACCOUNTS

Invest in Iloilo City, Philippines



#InvestinIloiloCityPH

**Iloilo City LGU**  
1.7K likes · 2.4K followers

Message Liked

Posts About Videos More

**Details**  
Page · Government organisation  
Iloilo City Hall, Plaza Libertad, Iloilo City, Philippines

**Jerry Treñas**  
300K likes · 378K followers

Liked Message

Posts About Videos More

**Details**  
Page · Public & government service

**Metro Iloilo-Guimaras Economic Development Council**  
1K likes · 1.1K followers

Message Liked

**Iloilo City Local Economic Development and Investment Promotion Office**  
733 likes · 791 followers

Message Liked

**Iloilo City - Investment Services Business Permits & Licensing Division**  
3.3K followers · 23 following

Message Follow

**Invest in Iloilo City, Philippines**  
@InvestinIloiloCityPH

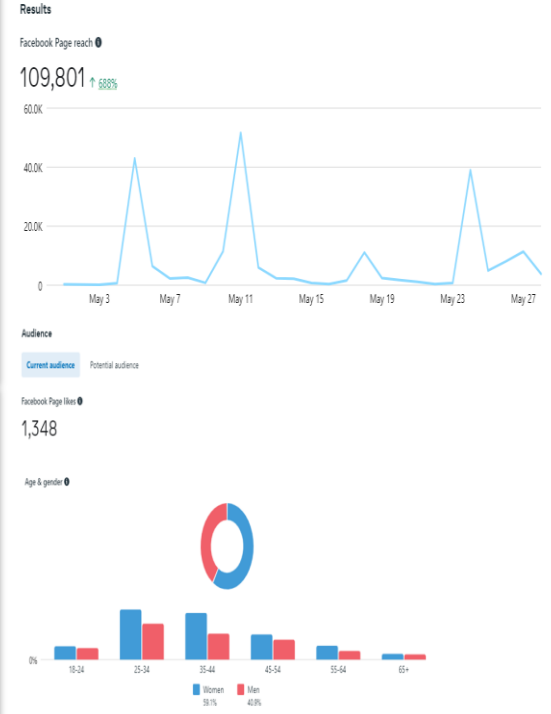
+ Create Action Button

Post Reel Promote View as Edit Page

**Innovate Iloilo**  
1.4K likes · 1.4K followers

Send Email Message

Liked



# Thank You!

## LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) OFFICE

2<sup>nd</sup> Floor, Iloilo City Hall, Plaza Libertad, Iloilo City, Philippines 5000



(033) 333 1111 local 813



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<http://www.iloilocity.gov.ph>



<https://www.facebook.com/InvestinIloilocityPH>

