



Republic of the Philippines
SANGGUNIANG PANLUNGSOD
City Government of Pasig

Ordinance No. 14
Series of 2021

AN ORDINANCE ESTABLISHING THE PASIG CITY LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT OFFICE, REVISING ITS ORGANIZATIONAL STRUCTURE AND STAFFING PATTERN, DEFINING ITS FUNCTIONS, AND SETTING THE APPROPRIATION FUNDS THEREOF.

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WHEREAS, in order to further sustain its mark in the global economy, the Philippine National Government aims to bolster sustainable local economic development by engaging multi-stakeholder and participatory processes through local government units, with the aim to stir the public, business and non-governmental sectors to address economic problems, and create better conditions for investment leading to economic growth and development, with full support of the Republic of the Philippines' position in full integration of the global economy in the ASEAN Economic Community (AEC) where there is a single market and highly competitive region with equitable economic development.

WHEREAS, in keeping with the National Government's thrust to build a strong and resilient economy aimed at inclusive and continued growth, the Department of the Interior and Local Government (DILG) strengthened its efforts and resources in enhancing the capabilities of Local Government Units (LGUs) to improve local economy as they play an active role in attracting investments. In addition, the presence of Local Economic and Investment Promotion Office has been established as one of the indicators in the Seal of Good Local Governance (SGLG) under Business-Friendliness and Competitiveness Essential Area.

WHEREAS, Republic Act No. 7160, also known as the Local Government Code of 1991, states that every local government unit shall exercise the powers to ensure, support, and enhance, among others, economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants. *Further*, the Local Government Code expressly authorizes the local government divisions to create such other offices as may be necessary to carry out the purposes of the Pasig City Government, in accordance with the law, as well as grants authority to the Sangguniang Panlungsod to enact ordinances and approve resolutions, to ensure, among others, efficient and effective delivery of basic services and facilities;



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The LEDIO shall be headed by the Pasig City Local Economic Investment Promotions Officer, as designated by the Pasig City Mayor, which shall hereafter be called the Local Economic Development and Investment Promotion Officer (LEDIPO), in adherence to DILG Memorandum Circular No. 2020-167 dated 9 December 2020, for the purpose of emphasizing the LEDIPO's role in local economic development.

SECTION 2. MISSION AND VISION OF THE PASIG CITY LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT OFFICE. – The mission of the Pasig City LEDIO is to serve as the lead office of the Pasig City Government in building a strong and resilient local economy aimed at inclusive and competitive growth and development, encouraging, assisting, developing, and supporting local businesses, as well as attracting new investments (local, national, and international), to develop Pasig City's potential as an economic, business, and investment hub recognized both locally and internationally.

The vision of the Pasig City LEDIO is to provide innovative, convenient, time-saving and cost effective business registration, development, and support services to grow businesses, and to strengthen the business climate of Pasig City, which will in turn attract and encourage investors.; To protect the rights and guarantees of investors and registered enterprise as provided by law and the Constitution, and to enhance investors' confidence; To rank in the top cities in the Philippines in terms of competitiveness index, in terms of being labeled as a "Business Friendly" city, economic growth and gross domestic product, and to be able to create, develop, and sustain a myriad of strong and compliant businesses in Pasig City.

SECTION 3. LEGAL BASES. – The following shall comprise the legal bases for the establishment and empowerment of the Pasig City LEDIO and the LEDIPO:

3.1. Section 14-16 of the Local Government Code (R.A. No. 7160) – Prescribes the corporate existence of the LGUs and that within their respective territorial jurisdictions, they shall enhance economic prosperity and promote full employment.

3.2. Section 18 of the Local Government Code: The local government unit shall have the power and authority to establish an organization that shall be responsible for the efficient and effective implementation of their development plans, program objectives and priorities; to create their own sources of revenue and to levy taxes, fees, and charges which shall accrue exclusively for their use and disposition and which shall be retained by them.



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3.3. **Philippine Development Plan 2017-2022** – Chapter 15: Ensuring Sound Macroeconomic Policy, Sector Outcome 1: Responsible, strategic, and supportive fiscal sector.

3.4. **DILG Memorandum Circular 2010 – 113**: Designation of Local Economic and Investment Promotions Officer.

3.5. **Memorandum Circular No. 2016-120**: Guidelines for the Implementation of Public Private Partnership for the People Initiative for Local Governments (LGU P4)

3.6. **Joint Memorandum Circular No. 2019-01**: Supplemental Guidelines for the Implementation of Public-Private Partnership for the People Initiative for Local Governments (LGU P4)

3.7. **DILG Memorandum Circular No. 2020-167**: Guidelines on Expanding the Designation of Local Economic Development and Investment Promotions Officer (LEDIPO).

SECTION 4. FUNCTIONS AND DUTIES OF THE LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICER. – The pertinent functions and duties of the LEDIPO are as follows:

- (a) To manage and oversee all programs, projects, and activities of the Pasig City LEDIO;
- (b) To head, and exercise the power of supervision over all employees of the Pasig City LEDIO, as well as to interview and recommend for hiring or promotion for any vacancy therein;
- (c) To facilitate the preparation, coordination, and execution of **local economic development** and investment promotion policies, projects, and activities of the Pasig City Government, especially for all related to business growth and development, entrepreneurship, micro, small, medium enterprise (MSME) management, and competitiveness in the city area, with the main thrust toward recommending and implementing **poverty alleviation and subsequent eradication, as well as ensuring inclusive growth** policies;
- (d) To maintain the aggressive, systematic, coordinated, sustained promotion and marketing of Pasig City as an investment and employment location;



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- (e) To provide relevant information about business potentials of Pasig City including services of the Pasig City Government to prospective investors to attract more investments to flow in the community;
- (f) To establish a local economic data base containing relevant facts and figures;
- (g) To coordinate with other offices in the promotion of **economic growth and development activities** such as the Planning and Development Office, Treasury Department, Budget Office, and the Sangguniang Panlungsod;
- (h) To serve as the point person with dealings with the national government agencies involved in economic development, business and enterprise management, investments, and competitive practices such as but not limited to the National Economic Development Authority (NEDA), the Philippine Statistics Authority (PSA), Board of Investments (DTI-BOI), Philippine Competition Commission (PCC); Department of Science and Technology (DOST), Department of Finance (DOF) Bureaus and attached agencies such as Bureau of Internal Revenue (BIR), Bureau of Customs (BOC), Securities and Exchange Commission (SEC), Bureau of Local Government Finance (BLGF), **National Anti-Poverty Commission, National Development Company, Development Academy of the Philippines**;
- (i) To coordinate with other local government units, the private sector, civil service organizations, and other stakeholders involved in local economic growth, development and investment promotion, competitive practices, as well as **entrepreneurial, enterprise-based, cooperative** and livelihood activities; and
- (j) To perform other tasks and duties inherent to the position that may be assigned from time to time by the City Mayor as Chief Executive.

SECTION 5. GENERAL AND SPECIFIC FUNCTIONS OF THE PASIG CITY LEDIO. - The Pasig City LEDIO will take charge of all activities related to local government investment facilitation and promotion activities, local enterprise development, establishment of support mechanisms for the growth of Micro, Small and Medium Enterprises (MSMEs), provide mechanisms for business retention and expansion, and other business and economic activities to attract investments and generate employment.



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The specific functions of the Pasig City LEDIO are the following:

- (a) To serve as member of the advisory group that will guide the local government for investment promotion;
- (b) To steer the creation of a business enabling environment to attract, retain or expand investments;
- (c) To advocate and promote policies and practices that will encourage local investments such as:
 - (i) Preparation of LGU Economic Development aligned with the City Development and Physical Framework Plan (CDPFP), Comprehensive Land Use Plan (CLUP), Comprehensive Development Plan (CDP) and Local Investments and Incentive Code as may be applicable;
 - (ii) Assisting on the formulation or updating of Local Investments and Incentive Code (LIIC);
 - (iii) Marketing and Promotion Strategies of the LGU.
- (d) In close coordination with the Pasig City Local Planning and Development Coordinator, to identify revenue generating and enterprise development projects of the LGU which may be implemented by the private sector through Public-Private Partnership (PPP) arrangements;
- (e) To provide support and facilitation assistance for prospective and new investors;
- (f) To establish and maintain a local economic database containing relevant facts and figures on the local economy to be able to provide information about business potentials of Pasig City including its services to prospective investors to attract more investment to flow in the locality;
- (g) To conduct mission trips in relation to promotion and marketing activities of Pasig City to attract investments;
- (h) To assist and support local councils and civil service organizations whose undertakings are related to economic development;



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- (i) To assist in the promotion and development of Micro, Small and Medium Enterprises (MSMEs) in the locality, as well as all other potential investors, particularly in (1) securing licenses and permits, (2) identifying business or joint venture partners, raw materials suppliers and possible business sites, (3) sourcing skilled manpower and service providers, and (4) facilitating the resolution of issues and concerns encountered by business entities;
- (j) To establish and maintain partnerships with the Regional Office of National Economic Development Authority (NEDA), Public-Private Partnership (PPP) Center; Department of Trade and Industry (DTI), DTI-Board of Investments (DTI-BOI), National Competitiveness Council (NCC); Department of Science and Technology (DOST), Department of Finance (DOF) Bureaus and attached agencies such as Bureau of Internal Revenue (BIR), Bureau of Customs (BOC), Securities and Exchange Commission (SEC), and Bureau of Local Government Finance (BLGF), along with other national government regulatory agencies and with the private sector, NGOs/CSOs, academe and other stakeholders in the implementation of programs, projects and activities that will promote the economic development, business-friendliness, and competitiveness of the City;
- (k) To represent the City in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues; and
- (l) To prepare and disseminate investments promotion collaterals, e.g., brochures, and a website of the LGU for the purpose of information dissemination, including issuing reminders to Registered Enterprises, and providing information relevant to investors, among other information generally relevant to doing business, in coordination with the Pasig City Public Information Office.

SECTION 6. DUTIES AND RESPONSIBILITIES OF DIVISIONS. – In order to best discharge the attendant functions, the Pasig City LEDIO will have three (3) divisions as recommended in DILG Memorandum Circular No. 2020-167 dated 9 December 2020. The divisions and their functions are stated thus:



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6.1. Economic Enterprise Management and Research Division. – The Economic Enterprise Management and Research Division shall be responsible for the following duties and responsibilities:

- (a) Formulating plans, developing and implementing the establishment of new economic enterprises;
- (b) Coordination with cooperatives and other existing economic enterprises to realize the aims of economic development in the city, in relation to business and entrepreneurship initiatives, in partnership with the cooperative development office;
- (c) Updating of Pasig City's economic data on the LGU P4 portal developed by the DILG;
- (d) Registering, compiling, and holding the information of all economic enterprises including but not limited to MSMEs as well as their registration and certifications such as the Barangay Micro Business Certification.
- (e) Planning and implementing any proposed and approved mechanisms for registration and/or certification of economic enterprises particularly those related to business types in the City;
- (f) Handling of the online platform for registration and business information dissemination;
- (g) Assisting in the management as well as facilitating the creation and operating of any and all economic hubs (ecohubs), one-town-one-product hubs (OTOP hubs), and other research and development or start-up or incubator facilities, physical or otherwise of the city; and
- (h) Conducting research and endorsing new technology for existing products and for other local economic uses.

6.2. Business and Industry Development Division. – The Business and Industry Development Division shall discharge the following functions:

- (a) Supervising city trade and industry functions and plans, including the developing, monitoring, and reporting of performance measures on the effectiveness of these initiatives;
- (b) Assisting in the creation of a workable business plan for city entrepreneurs which would encourage sustainability and resilience, including the identification of the needs of business owners (marketing, access to finance, access to incentives, and product creation);



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- (c) Planning and implementing training modules to empower the city's entrepreneurs, including the setting and monitoring of a business training curriculum, looking for and vetting speakers/trainers, and conceptualizing an incentive system to encourage participation of the city's entrepreneurs and or conceptualizing a mandate system for their participation in line with local government rules and regulations;
- (d) Conducting or participating in trade and exhibitions or other events in coordination with the private sector and other government entities;
- (e) Formulating projects for product development, as well as conceptualizing product paraphernalia and other marketing strategies for local products, including providing assistance in the conduct of research on funding possibilities from existing and new partners and donors;
- (f) Establishing value-chain linkages for supplies within and without the city locality with other government units;
- (g) Monitoring and recommending appropriate interventions for the sustainability for each industry; and
- (h) Ensuring proper dissemination of national and local government business and industry updates to the city's roster of businesses.

6.3 Investment Promotion and Administrative Services. – The Investment Promotion and Administrative Services Division shall discharge the following functions:

- (a) Evaluating applications for registration and application for availment of local incentives;
- (b) Providing assistance to clients in identifying business or joint venture partners, sourcing out skilled manpower and service providers, and facilitating concerns encountered by investors and conduct research on the possible investment areas;
- (c) Monitoring and evaluating project implementation of registered enterprises as well as new investments within the locality;
- (d) Formulating plans and strategies on strengthening networking relationships, including linkages with the Philippine and Pasig Chambers of Commerce and Industry, the MSME Council, and others;
- (e) Preparing and disseminating investment promotion collaterals including briefing to investors, financial statements, and other economic public relation platform initiatives.



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- (f) Providing adequate recommendations on the existing legislation and procedures for local investments;
- (g) **Strengthening the economic profile of the city through taking charge of applications for recognition with local, national, and international bodies, including but not limited to recognition for "Most Business Friendly City," "Cities and Municipalities Competitiveness Index," ISO accreditation of the city's business offices, and the like;**
- (h) Ensuring the strong competitiveness profile of Pasig City through linkages with the Philippine Competition commission and both national and international agencies;
- (i) Coordinating with partnering institutions/agencies/private sector associations intended for Public-Private Partnership (PPP) projects, and for the conduct of research on PPP project possibilities from existing and new partners, including the development of a database of potential private sector partners, in support of the Pasig City P4 Selection and Regulating Committees;
- (j) Assisting and providing logistical and technical support in the implementation of PPP programs and projects, in support of the Pasig City P4 Selection and Regulating Committees;
- (k) Conducting research on best LGU PPP practices, and for recommending plans, policies, and implementation guidelines related to PPP in consultation with appropriate implementing agencies and private sectors; and
- (l) Perform the necessary administrative services attendant to all processes of the Pasig City LEDIO.

SECTION 7. REORGANIZATION, DIVISIONS, AND ORGANIZATIONAL STRUCTURE. – The following position titles to man the divisions are hereby created in conformity with the qualification standards set by the Civil Service Commission and its index of Occupational Services, Position Titles and Salary Grade for local government units. The existing positions currently set in the plantilla of the Pasig City Investments Promotion Center (*in italics*), are hereby added to the new organizational structure of the Pasig City LEDIO.



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Organizational Structure

Title of Position	Grade/Step
<i>Supervising Economic Development Specialist</i>	SG 22
Economic Enterprise Division	
Senior Economic Development Specialist	SG 19
Economic Development Specialist II	SG 16
Economic Development Specialist I	SG 13
Business Development and Research Division	
<i>Economist III</i>	SG 18
<i>Economist II</i>	SG 15
<i>Economist I</i>	SG 11
<i>Economic Researcher</i>	SG 9
Investment Services and Technical Support Division	
Senior Investments Specialist	SG 18
Investments Specialist	SG 15
<i>Administrative Assistant II</i>	SG 8
<i>Administrative Aide IV</i>	SG 4
<i>Administrative Aide IV</i>	SG 4
<i>Administrative Aide IV</i>	SG 4
<i>Administrative Aide IV</i>	SG 4
<i>Utility Worker II</i>	SG 3

SECTION 8. APPROPRIATIONS AND BUDGET. - To give financial support on the functions of LEDIPO and Pasig City LEDIO, the Pasig City Government shall allocate funds which are subject for accounting and auditing rules and regulations as provided in Commission on Audit Circular No. 92-382.

SECTION 9. SEPARABILITY CLAUSE. Should any article, section or regulation of this Ordinance be declared by the courts to be unconstitutional or invalid, such decision shall not affect the validity of the Ordinance as a whole, or any portion thereof other than the article, section or regulation so declared to be unconstitutional or invalid.



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SECTION 10. REPEALING CLAUSE. All ordinances or portions of ordinances in conflict with this Ordinance, or inconsistent with the regulations of this Ordinance, are hereby repealed to the extent necessary to give this Ordinance full force and effect.

SECTION 11. EFFECTIVITY CLAUSE. This Ordinance shall take effect immediately upon its approval.

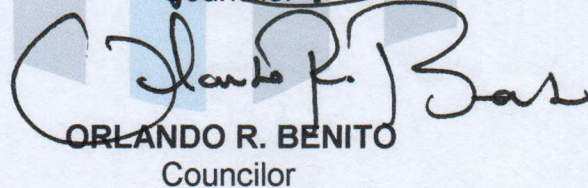
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APPROVED this 29th day of April 2021 at Pasig City.


FERDINAND A. AVIS
Councilor

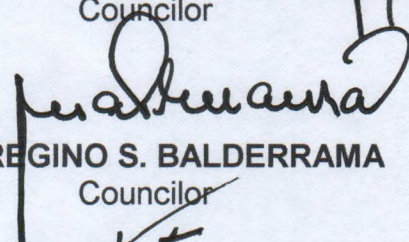

MARIO C. CONCEPCION, JR.
Councilor


GREGORIO P. RUPISAN JR.
Councilor

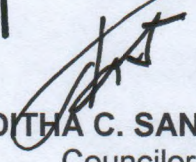

ORLANDO R. BENITO
Councilor

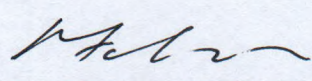

REYNALDO R. SAN BUENAVENTURA III
Councilor

RODRIGO B. ASILO
Councilor


REGINO S. BALDERRAMA
Councilor


CORAZON M. RAYMUNDO
Councilor


EDITHA C. SANTIAGO
Councilor


WILFREDO F. SITYAR
Councilor


RIGOR J. ENRIQUEZ
LIGA President


GEORGIA LYNNE B. CLEMENTE
SK Fed President



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Amfamm

Rhichie Gerard T. Brown
RHICHIE GERARD T. BROWN
Councilor
Minority Floor Leader

Rosalio D. Martires
ROSALIO D. MARTIRES
Councilor
Majority Floor Leader

Attested by:

Iyo Christian C. Bernardo
IYO CHRISTIAN C. BERNARDO
City Vice-Mayor
Presiding Officer

APPROVED:

Victor Ma. Regis N. Sotto
VICTOR MA. REGIS N. SOTTO
City Mayor

Attested by:

Loida U. Villanueva
LOIDA U. VILLANUEVA
Acting City Council Secretary

M.A.L.

Juan P. J. Baul

BS

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