



QUEZON CITY

# ECONOMIC DEVELOPMENT AND INVESTMENT PLAN 2022-2025



QUEZON CITY LOCAL ECONOMIC  
INVESTMENT PROMOTIONS OFFICE

# First Quezon City Economic Development and Investment Board

**HON. MA. JOSEFINA G. BELMONTE**

City Mayor  
*Chairperson*

**HON. GIAN CARLO G. SOTTO**

Vice Mayor  
*Vice Chairperson*

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Chairperson, City Council Committee on Ways and Means

**HON. FERNANDO MIGUEL F. BELMONTE**

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City Administrator

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Head, Business Permits and Licensing Department

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Head, City Planning and Development Office

**DR. THERESITA V. ATIENZA**

President, Quezon City University

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### OUR WAY FORWARD



# AN EARLY START

Prelude to the Quezon City Economic Development and Investment Plan

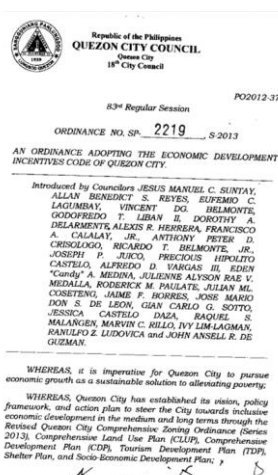


<https://primer.com.ph>

## SP-2219, S-2013

In 2013, SP-2219, An Ordinance Creating the Economic Development Incentives Code of Quezon City was crafted with then Vice Mayor and now Mayor – Hon. Joy Belmonte – as Presiding Officer.

It recognizes that it is imperative for Quezon City to pursue economic growth as a sustainable solution to alleviating poverty.



<https://aiscracker.com>

## An Ordinance Adopting the Economic Development Incentives Code of Quezon City

“Quezon City has established its vision, policy framework, and action plan to steer the city towards inclusive economic development in the medium and long terms.”

“The city recognizes the strategic importance of collaboration with the private sector in the pursuit of its goals and recognizes that this partnership can be cultivated by creating conditions conducive to the growth and competitiveness of this sector.”

“The City Government finds it necessary to craft a measure to rationalize incentives in order to attract investors into the City, particularly identified as providing greater value-added benefits to the City and its people.”

## Local Economic Investment Promotions Office

The Local Economic Investment Promotions Office (LEIPO) was created pursuant to SP-2219, S-2013.

LEIPO is the implementing arm of the Quezon City Economic Development and Incentives Code. It functions as the Technical Secretariat of the QC Economic Development and Investment Board (EDIB) and coordinates the drafting of a 3-year Economic Development and Investment Plan (EDIP) that delineates the economic directions and investment priorities of the City.

LEIPO also formulates an annual Invest Priorities Plan (IPP) that reflects the relative importance of investments within the guidelines of the EDIP.

LEIPO is headed by the Investment Promotions Head, and is composed of three Divisions – Operations, Marketing and Promotions, and Support Services.

Among LEIPO's functions, duties, and responsibilities are:

- Formulate annual and medium-term plans for medium and large enterprises;
- Prepare investment opportunity profiles, identify support investment activities,



and monitor performance of investments;

- Promote and market the city as an attractive investment destination;
- Identify key investment opportunities;
- Provide facilitation services to investors;
- Establish and maintain a database of investment opportunities to investors;
- Coordinate access to skilled, city-based manpower resources



## A newly activated unit

True to mandate, LEIPO's first major activity is an Investors' Summit Workshop held in February 2020 at Novotel, Cubao. This event was attended by the City Mayor, Hon. Joy Belmonte, City Councilors, and Department/Unit Heads.

In late 2020, the Kalingang QC sa Negosyo (KQCN) Wage Relief and Financial Assistance Program for QC small businesses was launched and facilitated by

LEIPO as a response to the pandemic. A total of 297 small businesses and an estimated 11,200 employees benefitted from the program.

LEIPO is currently active in the city's COVID-19 response efforts as part of the city's Task Force "Vax to Normal". It plays an active role in COVID-19 data monitoring, Enhanced Facility Admission System, and vaccine logistics and delivery.





# WHERE ARE WE NOW?



www.unsplash.com

## CREATING THE EDIP

The city's EDIP was formulated following a collegial and stakeholder approach and employs the strategic management and input-process-outcome methodologies.

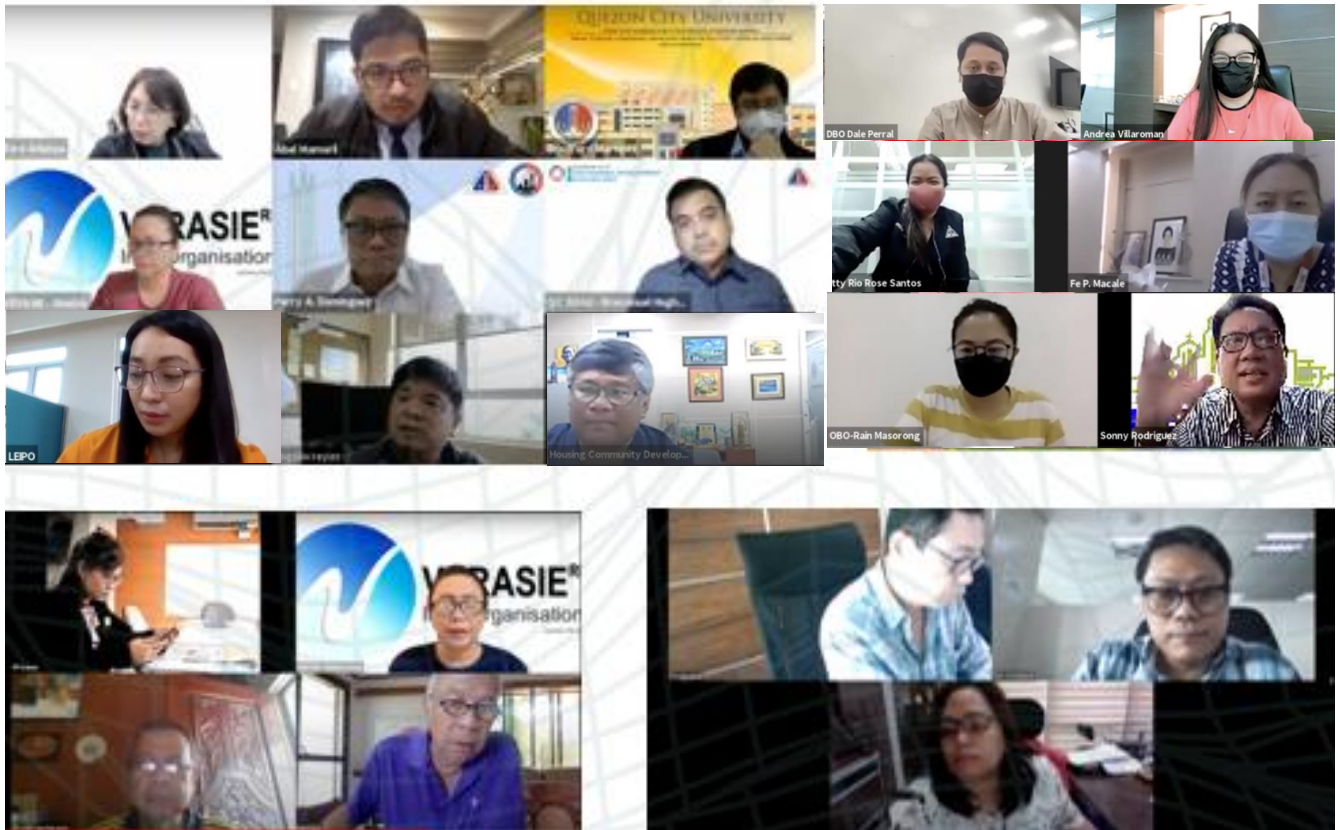
The city's internal strengths were analyzed, taking into consideration the Mayor's 14-point Agenda, the city's Comprehensive Development Plan, the Comprehensive Land Use Plan, the Local Development Investment Plan, and inputs from other departments and units. A series of Focus Group Discussions, In-depth Interviews, surveys, and consultations were held, participated in by Department/Unit Heads, barangay officials and representatives, members of the City Council, and external stakeholders such as the Board of Investments, Department of Trade and Industry, Department of Agriculture, Department of Interior and Local Government – Bureau of Local Government Department, and Business Associations/Chambers.

## APPROACH AND METHODOLOGY

- *Focus Group Discussions*
- *In-depth Interviews*
- *External Consultations*
- *COVID-19 Business Impact Survey*
- *Consumer Profile Study*
- *Business Profile Study*
- *Demand-Supply Gap Analysis*
- *Concept Evaluations*

# Working Together

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The Economic Development Cluster Roundtable Discussion held last July 9, 2021 played a key role in the formulation of the QC EDIP. After this meeting, a series of In-depth Interviews, Focus Group Discussions, external consultations, and follow-up internal meetings were conducted. In all, 8 In-depth Interviews, 3 Focus Group Discussions, 5 external consultations, and 7 follow-up internal meetings were held.

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## Participants

### *External Consultations*

Board of Investments  
DILG, Bureau of Local Government  
Department  
Department of Trade and Industry  
Department of Agriculture  
Philippine Chamber of Commerce  
and Industry - QC  
LEDIPO – NCR  
Philippine Retailers Association  
Federation of Philippine Industries  
Design Center of the Philippines

### *Concept Evaluations and Policy Meetings*

Market Development and  
Administration Department  
Business Permits and Licensing  
Department  
Sustainable Development Affairs Unit  
Quezon City Tourism Department  
Small Business and Cooperatives  
Development and Promotions Office  
Council of Sectoral Representatives  
Investment Affairs Office  
Barangay and Community Relations  
Department  
City Planning and Development Office

Quezon City University  
Education Affairs Unit  
Public Employment Services Office  
Environment Protection and Waste  
Management Department  
Procurement Department  
City Architect Department  
General Services Department  
Department of Building Official  
Housing, Community Development,  
and Resettlement Department  
City Veterinary Department





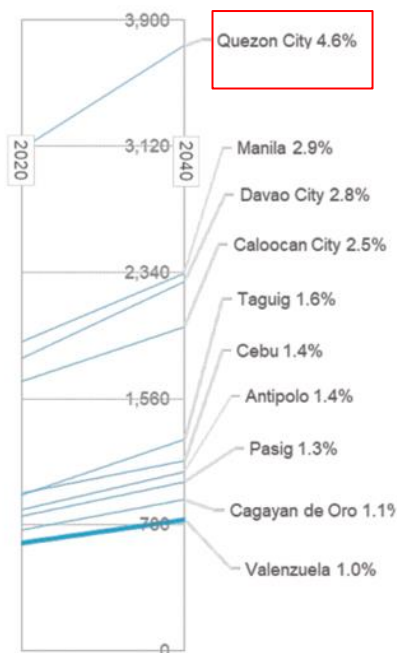
[https://en.wikipedia.org/wiki/Quezon\\_City](https://en.wikipedia.org/wiki/Quezon_City)

**QUEZON CITY WILL STILL BE THE LARGEST CITY IN THE COUNTRY BY 2040, WITH A 4.6% GROWTH RATE – THE HIGHEST AMONG URBAN CITIES!**

## QC BY THE NUMBERS

Baseline data from city sources were used to forecast where the city will be, leveraging on population as a strength. These forecasts and analysis were backed up by an intensive review of literature from reputable national, international, corporate, business, and research sources.

**Growth of Top 10 Cities: 2020-2040**  
'000; % share of urban population 2040



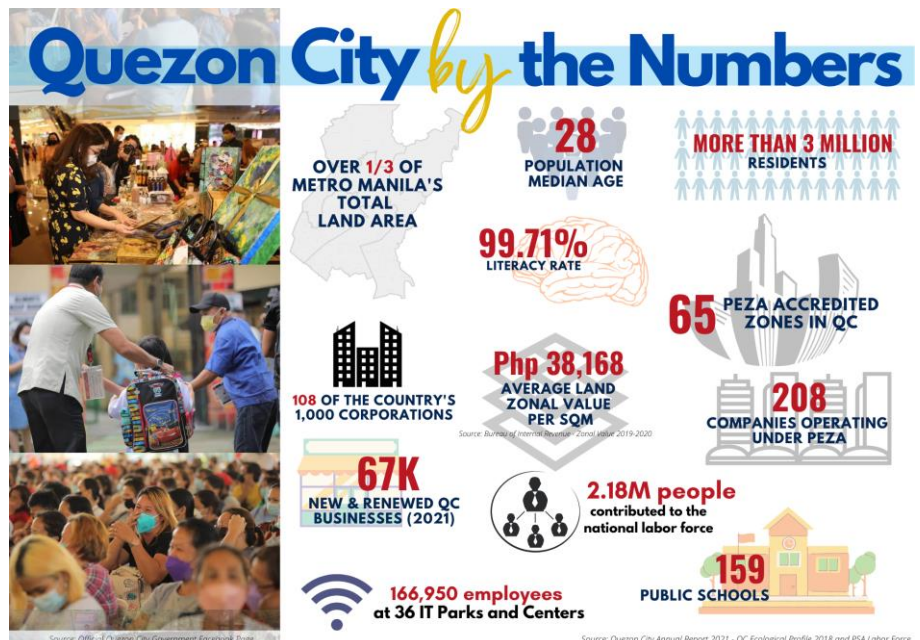
Source: Verasie Research, 2021

It is forecasted that in the next decades, Quezon City will remain the biggest in terms of population with a growth rate of 4.6% or an estimated population of 3.8M.

Income levels are expected to be higher as the young urban working population moves to supervisory and managerial positions, majority of which are single, and are willing and able to spend.

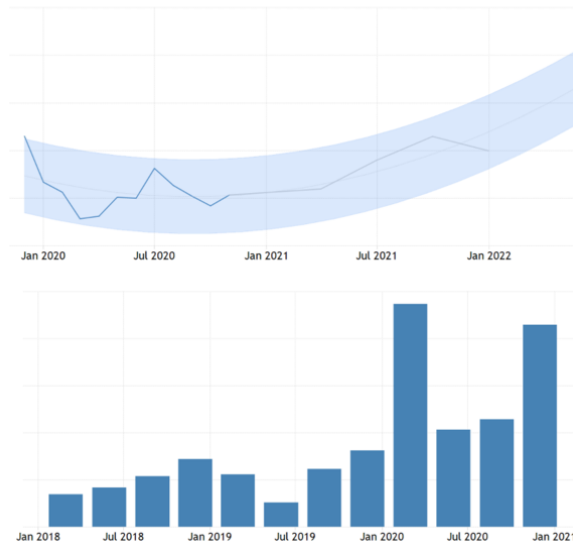
In the next decades, QC population, median age, and life expectancy will be higher at 3.9M, 31.7 years, and 73.9 years, respectively.

New job skills are foreseen to emerge, necessitating workforce retooling. Literature points to: (1) technical skills to operate in a remote world; (2) cognitive skills such as critical thinking and sound project management, and; (3) social skills such as collaboration, adaptability, and resilience.





## Investment Forecasts - Philippines



Source: Trading Economics, 2021

**Businesses that invest on reconfiguring products and services as a response to the pandemic, will thrive.**

## INVESTMENT FORECASTS BY INDUSTRY - PHILIPPINES



Source: Trading Economics, 2021

Investment forecasts show growth in the agriculture, construction, manufacturing, and services sector, primarily as a response to the new normal. Growth in these sectors lead to growth of other business activities related to logistics and transportation, post-production, e-commerce and ICT, real estate, health and education, alternative tourism, and green technology.

Literature likewise identifies digitalization, health, high-value food production, workforce retooling, and green infrastructure as necessary investment support activities. Digitalization involves a transformation of business and work processes through digitization and ICT. High-value food production continue to be essential as the need for ready-to eat, and less perishable food increased as a result of supply chain disruptions and changes in consumer eating behaviors. Workforce retooling aligns with digitalization and the need for the workforce to develop skills that will allow them to adapt to volatile situations. Green infrastructure aligns with the triple bottom line - people, planet, profit – and continues to be a top concern of nations worldwide. Health continues to be a central investment priority not only to deal with the current pandemic, but more so, to address health crises that will arise in the future.

# WHERE DO WE WANT TO GO?



[www.cnnphilippines.com](http://www.cnnphilippines.com)

## TAKING OFF

We take off from the Mayor's 14-point Agenda for Economic Development: make QC the preferred business destination, create more jobs across businesses, and develop new growth hubs. To know if we are hitting these targets, we monitor key success indicators.

These indicators are: city revenues, number of investments, Competitiveness and Ease of Doing Business indexes, startup business success rate, employment rate of QC residents, daytime city workforce population, aggregate income and consumption, supply of essential goods, tourism arrivals, and external partnerships.

These indicators align with the city's vision to create "a local economy that is DIVERSE, STRONG, VIBRANT, and INCLUSIVE and ensures prosperity and sustainable growth for all" (CDP, 2021-2025).

## BEGINNING WITH THE END IN MIND

07 Make QC the preferred destination for businesses

08 Create new jobs across more businesses

09 Develop growth hubs



# The 14-Point Agenda



Quezon City Mayor Hon. Joy Belmonte during the SOCA, 2020

## HUMAN AND SOCIAL SERVICES

## ECONOMIC DEVELOPMENT

## ENVIRONMENT AND CLIMATE CHANGE

## INFRASTRUCTURE

## INSTITUTIONAL DEVELOPMENT

- 1 Deliver responsive, efficient, and cost-effective social services
- 2 Build more homes
- 3 Provide better healthcare
- 4 Ensure high-quality education
- 5 Empower citizens of every gender and social class
- 6 Build a safer and more resilient city
- 7 Make Quezon City the preferred destination for businesses
- 8 Create new jobs across more businesses
- 9 Develop growth hubs
- 10 Build a livable, green, and sustainable city
- 11 Build essential infrastructure
- 12 Be a model of good governance
- 13 Professionalize and strengthen the Quezon City workforce
- 14 Listen to our citizens and understand what they need

# ECONOMIC DEVELOPMENT PLAN ALIGNMENT



## The City Vision

### 14-POINT AGENDA

Guided by the 14-Point Agenda, the revised Comprehensive Development Plan 2021 – 2025, highlights the desired character of the city's economy as DIVERSE, STRONG, VIBRANT, and INCLUSIVE.

### COMPREHENSIVE DEVELOPMENT PLAN

To realize the city's vision, the Comprehensive Land Use Plan 2011-2025 describes a long-term spatial strategy that adopts multiple growth centers.

### COMPREHENSIVE LAND USE PLAN 2011 - 2015

### LOCAL DEVELOPMENT INVESTMENT PLAN 2021 - 2023

In response to the pandemic and pursuant to the COVID 19 Recovery Plan, the Local Development Investment Plan pursues the following priority recovery initiatives of the Economic Development Sector: (1) food security; (2) health and pharmaceuticals; (3) transportation; (4) tourism, arts, and culture; (5) growth hubs, and; (6) business, livelihood, and employment recovery.



# IS THIS THE RIGHT WAY TO GO?



[https://en.wikipedia.org/wiki/Quezon\\_City](https://en.wikipedia.org/wiki/Quezon_City)

Following a data-driven approach to decision making, we create an analysis of the city's internal strengths and weaknesses as well as external opportunities and threats amidst the pandemic and beyond.

This analysis involves a careful look at city demographics, business data, perceptions of the business community, consumer behavior, flow of goods, demand and supply, and economic activities by district.

A careful matching of internal and external factors are then made to strategically formulate a plan of action to achieve the city's economic goals.

## WHAT QC HAS TO OFFER

QC as preferred investment destination

High business and consumer confidence

An optimistic, diverse, tech-savvy, educated, unique, and quality-conscious spending population

Vibrant economic activity by district

# PREFERRED INVESTMENT DESTINATION



Left: [www.spot.ph](http://www.spot.ph); right [www.shutterstock.com](http://www.shutterstock.com)

## Clearly, there is strength in numbers!

### LOCATION AND LAND USE

Relatively, Quezon City scores high in terms of the 4-point investment criteria – location and land use, accessibility and connectivity, macroeconomic stability and profit potential, and government support.

### ACCESSIBILITY AND CONNECTIVITY

The city is located at a confluence of road networks and neighboring towns and cities with robust accessibility and transportation. It is greener than most despite being highly urbanized. Close to 11% of the land area remains vacant.

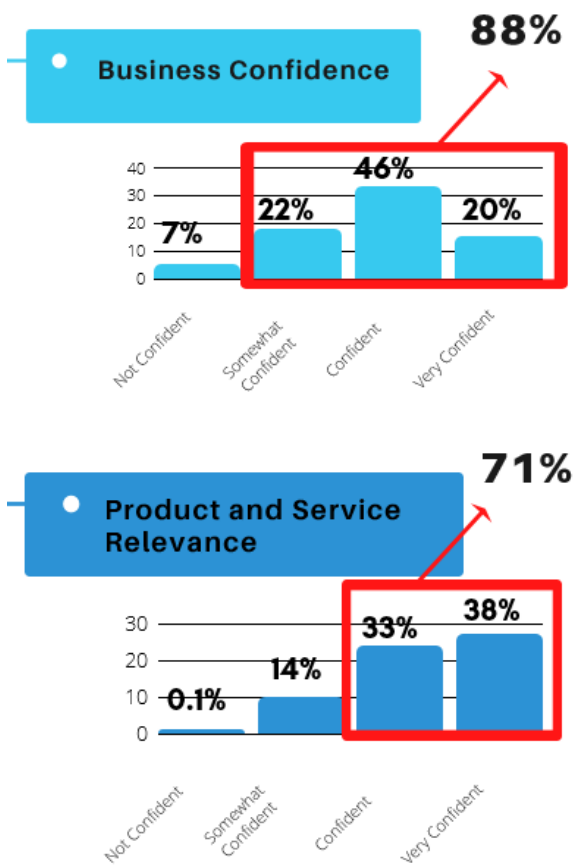
### MACROECONOMIC STABILITY AND PROFIT POTENTIAL

Business capitalization grew from 773B in 2016 to an estimated 1.2T in 2020. Despite the pandemic, revenue from business taxes stood at 1.011B. The city's stable economy and profit potential is anchored on its 63K registered businesses, a 1.3M active workforce, an estimated 112B annual household consumption, and various market segments that characterize diverse lifestyles, needs, and business profit potential.

### GOVERNMENT SUPPORT

On top of these is continuing government support for businesses and investors.





Source: QC LEIPO COVID-19 Business Impact Survey, 2021

## Business confidence and perceived product and service relevance remain high in QC!

A COVID-19 Business Impact Survey was conducted from February to April 2021. This survey spans across 16 industries and involves QC registered businesses. The survey was participated in by CEOs, presidents, business owners, general managers, operations managers, human resource managers, finance managers, and other authorized representatives. 76% of businesses surveyed are small enterprises, 13% are medium enterprises, and 11% are large

### Impact of COVID-19

**97% DECREASE IN SALES**  
**69% ADJUSTED OFFICE HOURS**  
**63% BUDGET REDUCTION FOR OPERATIONS**  
**50% RESIGNATION OF EMPLOYEES**  
**42% INTERRUPTED SUPPLY CHAIN**  
**40% INCREASED OPERATING EXPENSES**

### Retrenched Employees

**19% - RETRENCHED 25% OF WORKERS**  
**7% - RETRENCHED 50% OF WORKERS**  
**6% - RETRENCHED 75% OF WORKERS**

### Support Needed from LGU

**85% - FINANCIAL ASSISTANCE**  
**68% - TAX REBATE**  
**68% - TAX EXEMPTION**  
**57% - EXTENSION OF TAX DEADLINES**  
**50% - INCENTIVES**  
**47% - LOAN FACILITY**  
**28% - VACCINE & COVID TESTING**

Source: QC LEIPO COVID-19 Business Impact Survey, 2021

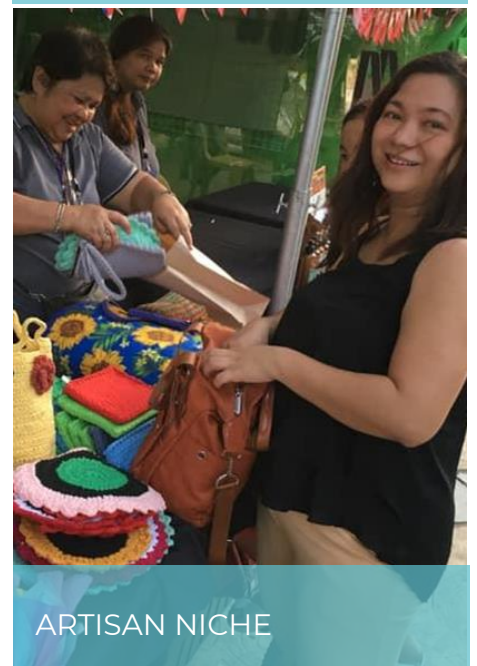
Despite the challenges brought about by the pandemic, 88% of surveyed businesses remain confident, on the average, that their businesses will thrive in the next 2 years. 71% of surveyed businesses remain confident to very confident that their products and services will remain relevant to consumers.

# THE QC CONSUMER

## CONSUMER PROFILE STUDY

Using city demographics and external surveys on consumer behavior, the following market segments in Quezon City were identified:

43% of the QC population belong to the “active heads of household” market segment; 34% are in the “millennial moms” segment; 3% are in the “artisan niche” segment; 26% are in the “young generation alpha” segment; 7% are in the “spending elderly” segment; 35% are in the “young urban professional” segment; 20% are in the “executive/corporate professionals” segment.







ACTIVE HEADS OF HOUSEHOLDS

## AN OPTIMISTIC, DIVERSE, TECH-SAVVY, WISE, UNIQUE, AND QUALITY - CONSCIOUS SPENDING POPULATION!

Other growing market segments include the LGBT, health conscious, environment-friendly, tech-savvy, and the aware and socially responsible groups. These consumer groups make the city an attractive and profitable melting pot for businesses and investors of all types.



SPENDING ELDERLY

A Euromonitor International Survey (2021) reveal that in terms of spending intentions over the next 12 months, 40% to 60% of surveyed consumers reveal the same spending intentions. These spending intentions include visits to discount stores, spending on groceries, spending on new technology, spending on novelty experiences, spending on clothing and footwear, and purchase of private label/store brand goods

Generally, consumers show a favorable outlook of the future while anticipating impact from climate change and work from home. In the next five years, 73% say they will be happier than they are now, 70% say their life will be better, and 69% say that they will be better off financially .



YOUNG URBAN PROFESSIONALS

Data sources reveal that generally, consumer confidence will go up from -34 in 2020 to +19.8 in the next 12 months. Consumers especially those in the 30-59 age brackets continue to believe in long-term investments, would try new and uniquely tailored artisan goods, prefer branded goods, and would rather spend than save.

41% more consumers buy online. Top purchases are essential food items, hygiene products, and medical supplies.

**73%** believe that their investments will have long-term value.



**70%** like to try new products and services



**60%** want products and services that are uniquely tailored to them



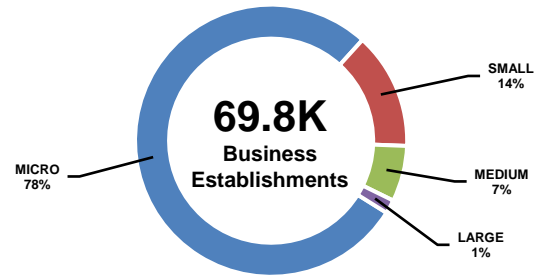
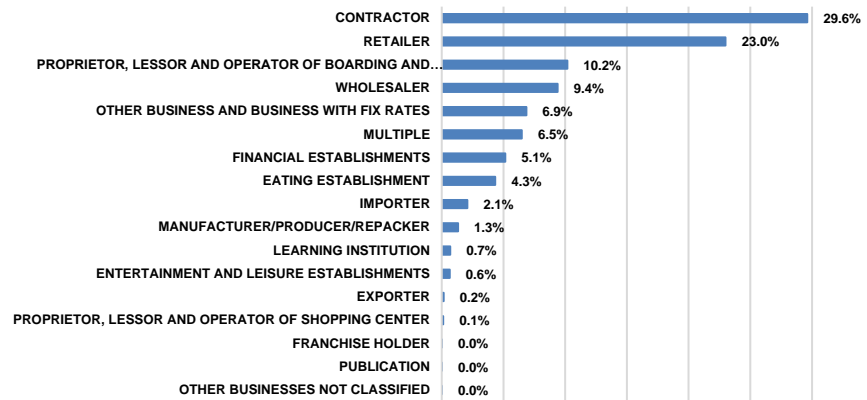
**38%** Prefer branded goods to non-branded alternatives



Source: Verasie Research, 2021

# QC Business Landscape

## DISTRIBUTION OF REGISTERED BUSINESSES BY CATEGORY, ASSET SIZE, AND LOCATION



Source: BPLD, December 2021

## DIVERSITY IN BUSINESS

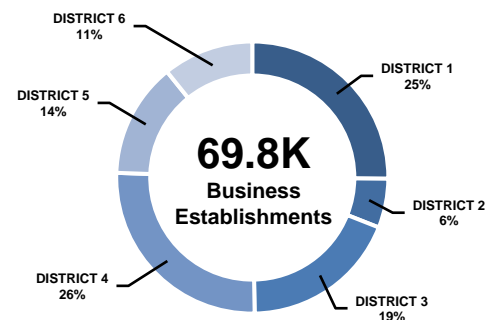
Following the 2012 Revenue Code, “contractors” include persons not subject to professional tax and whose activity consists of the sale of all kinds of services for a fee. This includes barbershops and parlors, brokers, agencies, building contractors, funeral parlors, hospitals, laundry shops, sawmills, engineering dress shops, warehousing, advertising, photography and arts, seminars and trainings, and other management activities. “Other business with fixed rates” include dealers, distributors and retailers of liquor, operators and owners of private cemeteries and memorial parks, real estate lessors, sellers/dealers/agents/developers of real estate, and others.

In terms of business category, baseline data shows that 29.6% of businesses

registered as contractors. 23.0% of registered businesses as retailers; 10.2% as lodging houses (hotels, motels, inns, pension houses, boarding houses, and other lodging houses); 9.4% as wholesalers; 6.9% as other businesses with fixed rates; 5.1% as financial institutions (to include pawnshops, insurance, and security and stocks dealers); 4.3% as eating establishments; 6.5% as multiple businesses; 2.1% as importers; 1.3% as manufacturers; 0.7% as learning institutions; 0.6% as amusement centers; 0.2% as exporters; 0.1% as shopping centers and private markets.

In terms of asset size, 78% of registered businesses are micro enterprises, 14% are small enterprises; 7% are medium enterprises; and 1% are large enterprises.

Micro enterprises have an asset size up to P3,000,000; small enterprise have an asset size between P3,000,001 to P15,000,000; medium enterprises have an asset size between P15,000,001 to P100,000,000; large enterprises have an asset size above P100,000,000.

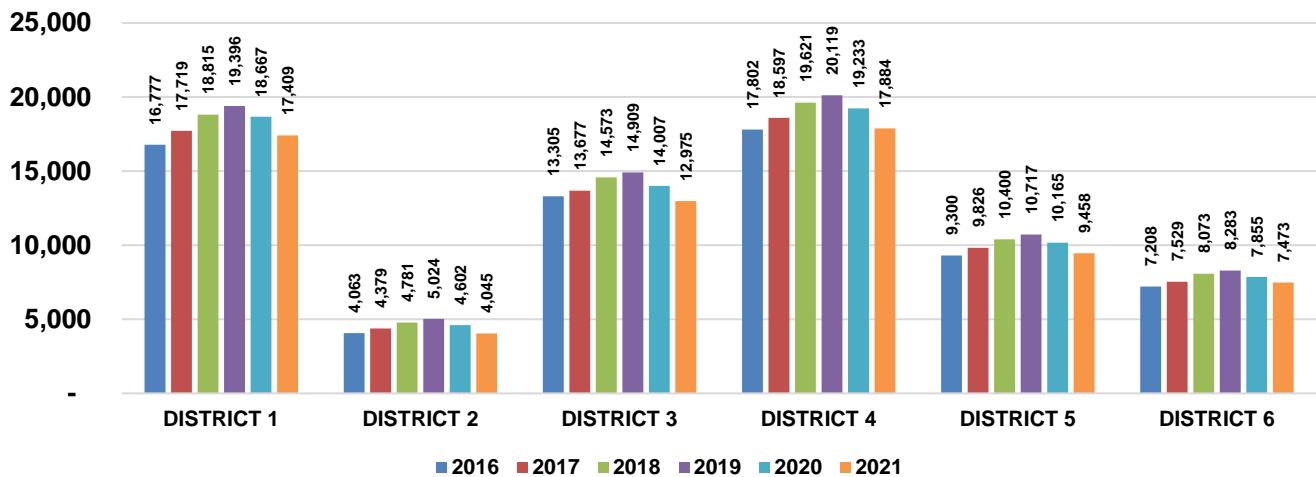


Source: BPLD, December 2021

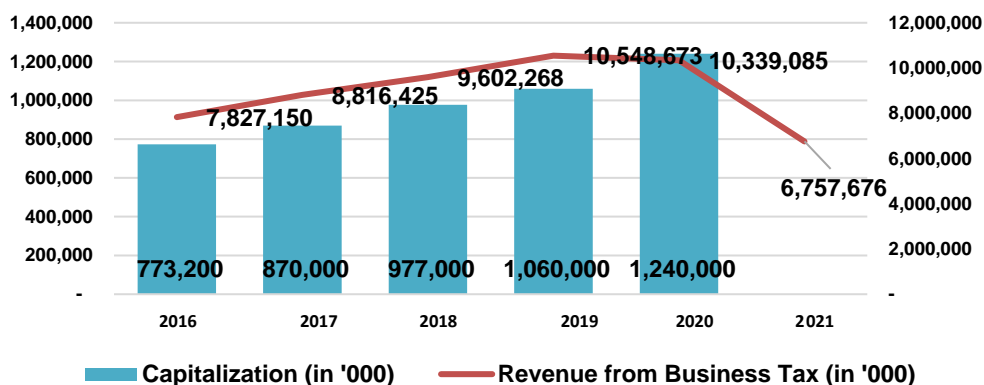
Majority or approximately 70% of registered businesses are in Districts 1, 3, and 4. 14% of registered businesses are in District 5; 11% in District 6, and 6% in District 2.

# Number of Businesses, Capitalization, and Revenue from Business Taxes

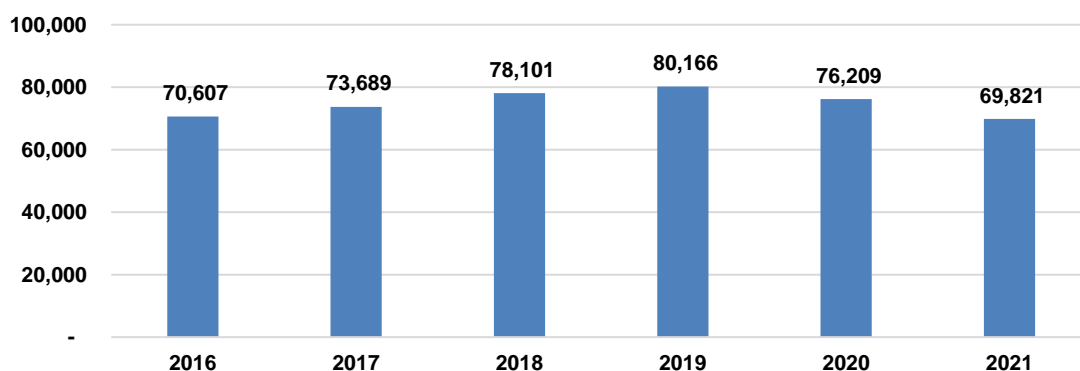
## Total No. of Business Establishment by District



## Business Capitalization and Revenue from Business Taxes



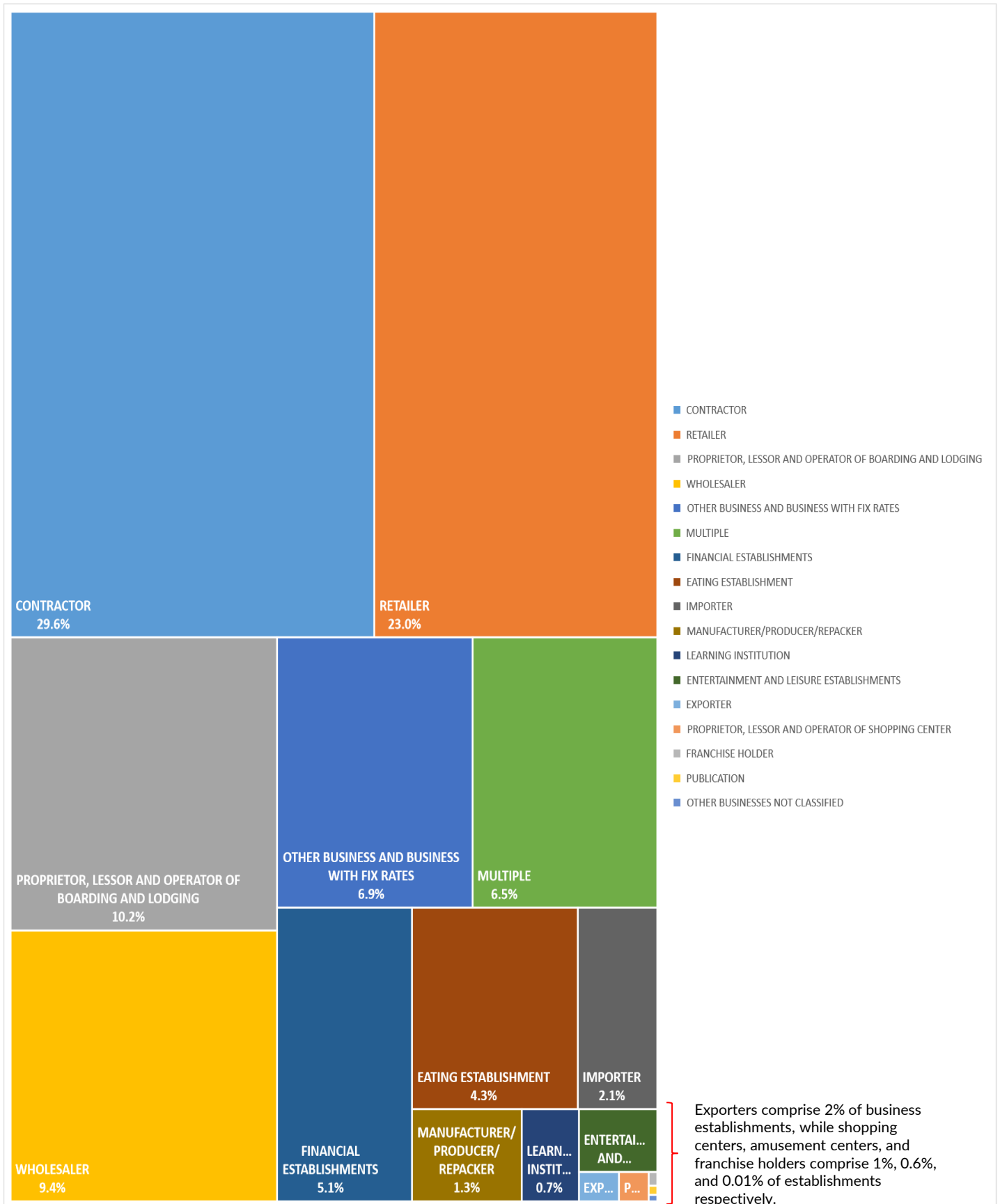
## Total Number of Business Establishments



Data from the Business Permits and Licensing Department show continued increase in total number of business establishments in all districts, from 2016 to 2019. Although the total number of business establishments decreased in 2020, revenue from business taxes increased by 9.8% from 9.60M in 2019 to 1.05B in 2020. Capitalization likewise increased by 8.5% from 977B in 2019 to 1.06T in 2020 (Data on capitalization for 2021 is unavailable at the time of analysis).



# Over-all QC Business Landscape



Source: BPLD, as of December 2021

# No. of Businesses by Barangay

BARANGAY	2016	2017	2018	2019	2020	2021
ALICIA	185	181	185	175	154	114
AMIHAN	105	115	124	124	115	91
APOLONIO SAMSON	966	978	1,039	1,025	1,026	923
BAESA	812	837	865	865	822	744
BAGBAG	633	640	699	679	664	626
BAGONG LIPUNAN NG CRAME	549	549	535	528	493	491
BAGONG PAG-ASA	2,197	2,286	2,489	2,562	2,443	2,164
BAGONG SILANGAN	236	283	314	352	300	13
BAGUMBAYAN	1,878	1,865	1,972	2,041	1,926	1,768
BAGUMBUHAY	190	190	205	203	189	189
BAHAY TORO	2,040	2,126	2,197	2,251	2,112	1,985
BALINGASA	466	603	675	722	701	656
BALONG BATO	137	139	164	167	154	146
BATASAN HILLS	1,343	1,410	1,513	1,580	1,469	1,316
BAYANIHAN	145	142	140	130	128	101
BLUE RIDGE A	80	81	80	72	69	73
BLUE RIDGE B	23	24	29	31	30	24
BOTOCAN	17	21	20	26	27	21
BUNGAD	525	548	582	598	593	534
CAMP AGUINALDO	86	101	118	108	98	95
CAPRI	68	70	72	74	62	51
CENTRAL	1,018	1,059	1,096	1,128	1,101	992
CLARO	78	74	79	76	73	60
COMMONWEALTH	805	902	1,049	1,100	1,001	980
CULIAT	905	956	1,012	1,019	926	930
DAMAR	40	41	34	42	43	32
DAMAYAN	430	430	403	413	403	329
DAMAYANG LAGI	325	328	338	339	331	269
DEL MONTE	361	392	407	414	412	405
DIOQUINO ZOBEL	80	81	87	84	76	50
DON MANUEL	341	341	349	333	320	281
DONA AURORA	132	135	141	141	147	133
DONA IMELDA	1,035	1,057	1,067	1,050	974	886
DONA JOSEFA	544	570	600	626	632	586
DUYAN-DUYAN	209	218	231	228	222	203
E RODRIGUEZ	993	968	1,049	1,059	993	917
EAST KAMIAS	338	351	368	366	342	303
ESCOPA I	13	10	13	10	11	7
ESCOPA II	2	4	3	3	4	2
ESCOPA III	12	15	16	15	12	17
ESCOPA IV	8	6	5	10	8	8
FAIRVIEW	1,393	1,483	1,584	1,644	1,561	1,492
GREATER LAGRO	1,292	1,369	1,410	1,555	1,468	1,293
GULOD	447	471	513	521	485	448
HOLY SPIRIT	1,348	1,416	1,495	1,529	1,427	1,358
HORSESHOE	127	127	127	129	131	115
IMMACULATE CONCEPCION	601	590	631	661	636	582
KALIGAYAHAN	776	846	862	861	858	828
KALUSUGAN	245	254	267	273	263	277
KAMUNING	712	741	791	829	774	692
KATIPUNAN	140	166	181	186	172	168
KAUNLARAN	841	917	950	996	977	921
KRISTONG HARI	212	232	288	295	292	260
KRUS NA LIGAS	116	143	159	172	176	177
LAGING HANDA	974	1,010	1,101	1,115	1,052	1,026
LIBIS	45	46	49	53	61	46
LOURDES	634	670	686	714	695	620
LOYOLA HEIGHTS	1,268	1,301	1,347	1,375	1,232	1,052
MAHARLIKA	436	468	506	499	521	497
MALAYA	129	125	140	136	137	143
MANGGA	74	72	71	76	70	67
MANRESA	676	694	734	735	725	698
MARIANA	649	671	721	725	700	657
MARIBLO	70	73	77	82	87	81
MARILAG	318	348	372	391	369	365
MASAGANA	73	82	88	96	88	64
MASAMBONG	337	338	351	363	342	320
MATANDANG BALARA	1,059	1,119	1,152	1,208	1,128	1,069
MILAGROSA	257	265	281	282	267	242
NAGKAISANG NAYON	447	461	500	501	471	467
NAYONG KANLURAN	227	249	248	247	230	224

Source: BPLD, as of December 2021

# No. of Businesses by Barangay

BARANGAY	2016	2017	2018	2019	2020	2021
NEW ERA	120	131	132	146	128	126
NORTH FAIRVIEW	556	648	673	685	637	630
NOVALICHES PROPER	700	707	746	765	740	683
NS AMORANTO	195	197	216	219	217	203
OBRERO	156	169	182	190	187	189
OLD CAPITOL SITE	86	85	93	96	86	78
PAANG BUNDOK	174	186	196	190	173	167
PAG-IBIG SA NAYON	196	204	198	200	203	195
PALIGSAHAN	793	793	833	902	890	799
PALTOK	441	472	523	524	508	457
PANSOL	198	220	230	238	197	175
PARAISO	153	156	174	177	173	164
PASONG PUTIK PROPER	1,046	1,080	1,177	1,206	1,108	918
PASONG TAMO	1,055	1,155	1,237	1,283	1,188	1,135
PAYATAS	331	368	410	463	405	378
PHIL-AM	385	428	486	518	488	478
PINAGKAISAHAN	306	319	339	364	350	332
PINYAHAN	1,013	1,057	1,086	1,088	1,049	1,013
PROJECT 6	350	382	450	480	453	367
QUIRINO 2-A	107	122	133	134	126	117
QUIRINO 2-B	81	85	87	104	106	97
QUIRINO 2-C	58	54	49	54	55	60
QUIRINO 3-A	198	195	219	213	207	190
RAMON MAGSAYSAY	415	441	456	490	456	396
ROXAS	219	216	221	232	227	209
SACRED HEART	778	846	900	946	849	778
SALVACION	214	221	240	246	238	221
SAN AGUSTIN	283	312	305	327	313	282
SAN ANTONIO	520	528	566	598	578	592
SAN BARTOLOME	1,031	1,054	1,129	1,155	1,105	1,056
SAN ISIDRO GALAS	233	240	263	263	247	214
SAN ISIDRO LABRADOR	159	173	172	186	179	170
SAN JOSE	331	343	347	346	335	314
SAN MARTIN DE PORRES	246	268	305	320	307	284
SAN ROQUE	702	699	770	759	734	686
SAN VICENTE	52	55	70	72	59	51
SANGANDAAN	433	457	493	551	503	479
SANTOL	198	210	212	217	214	226
SAUYO	617	616	688	679	631	615
SIENA	342	356	373	378	369	384
SIKATUNA VILLAGE	478	514	519	509	494	483
SILANGAN	252	271	295	287	289	536
SOCORRO	2,899	3,115	3,385	3,492	3,275	2,867
SOUTH TRIANGLE	2,028	2,147	2,313	2,405	2,285	2,082
ST IGNATIUS	155	142	152	157	135	139
ST PETER	282	319	323	322	335	310
STA CRUZ	525	547	561	583	571	511
STA LUCIA	146	142	159	163	171	188
STA MONICA	482	543	571	581	522	496
STA TERESITA	379	385	412	444	462	456
STO CRISTO	589	640	713	762	705	645
STO DOMINGO	685	731	817	807	789	806
STO NINO	100	100	101	111	104	97
TAGUMPAY	119	130	140	139	137	130
TALAYAN	180	201	213	206	194	194
TALIPAPA	896	918	983	1,004	975	969
TANDANG SORA	1,225	1,300	1,411	1,502	1,457	1,362
TATALON	769	827	876	874	848	826
TEACHER'S VILLAGE EAST	270	289	294	299	272	254
TEACHER'S VILLAGE WEST	132	130	152	164	162	147
UGONG NORTE	832	800	851	883	835	780
UNANG SIGAW	42	42	49	42	45	44
UP CAMPUS	541	596	652	640	553	483
UP VILLAGE	228	232	241	268	245	209
VALENCIA	609	634	648	657	642	621
VASRA	384	409	411	405	384	367
VETERANS VILLAGE	591	608	655	725	657	653
VILLA MARIA CLARA	41	39	45	55	52	48
WEST KAMIAS	234	230	238	238	238	207
WEST TRIANGLE	523	527	558	587	567	532
WHITE PLAINS	95	97	100	115	110	130
UNCLASSIFIED	2,152	1,962	1,838	1,718	1,680	577

Source: BPLD, as of December 2021



# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 1

www.sminvestments.com

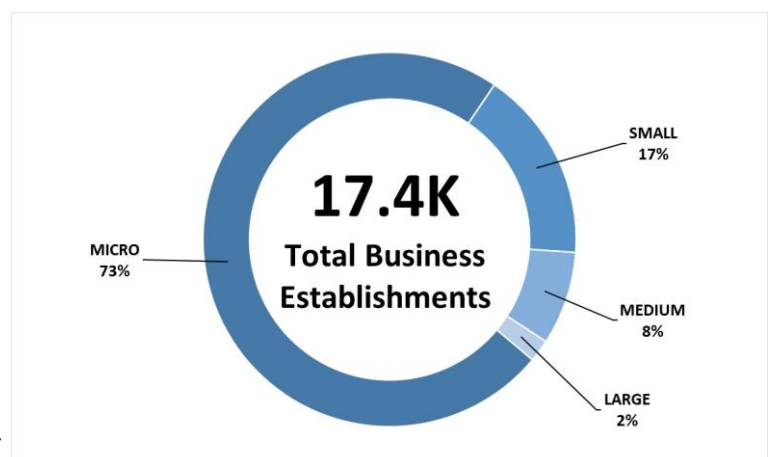
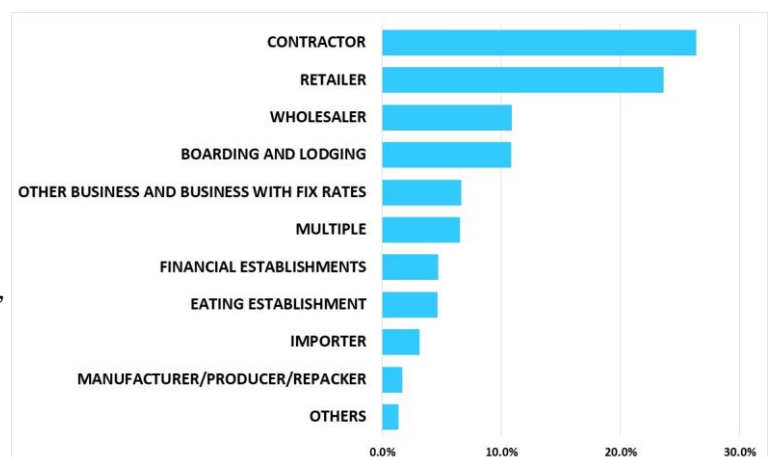
### BY THE NUMBERS

District 1 has the smallest land area at 19.59 SQ.KM and is comprised of 37 barangays. It is second to the last in terms of population size with an estimated population of 409.1K (PSA, 2018). It is home to La Loma's Lechon and historical sites such as Pugad Lawin, and Bonifacio Shrine.

Contracting and retail are the top-most business activities in the area, followed by hotel and lodging and wholesale. This district has the highest number of retailers of goods in specialized stores, household equipment, motor vehicle parts and accessories, food and beverage, goods sold not in stores/stalls/markets, automotive fuel, culture and recreation, and goods sold via stalls and markets.

It has the second highest number of total registered business establishments at 17.4K, 73% of which are micro; 17% are small, 8% are medium, and 2% are large.

District 1 has the highest number of registered businesses across industry types, except contracting, eating establishments and amusement centers where it is second; financial institutions where it is third; and learning institutions where it is fourth.



Note: 577 of total QC business establishments are unclassified in terms of location by district. Total number of businesses by district will not add up to the QC total of 69K.

# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 2

www.cnnphilippines.com

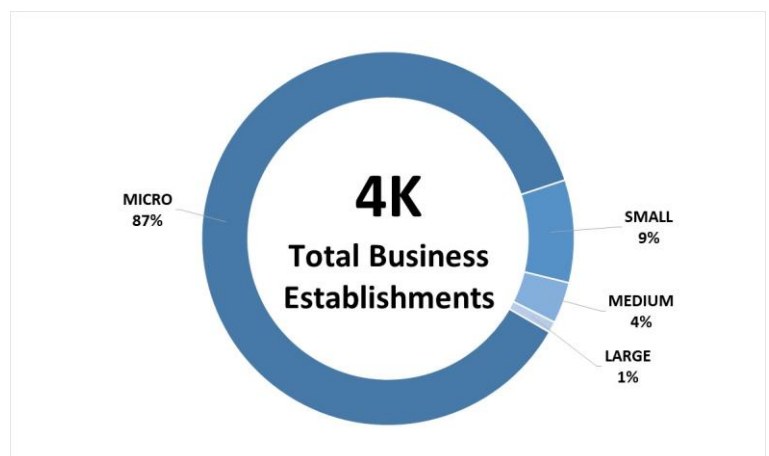
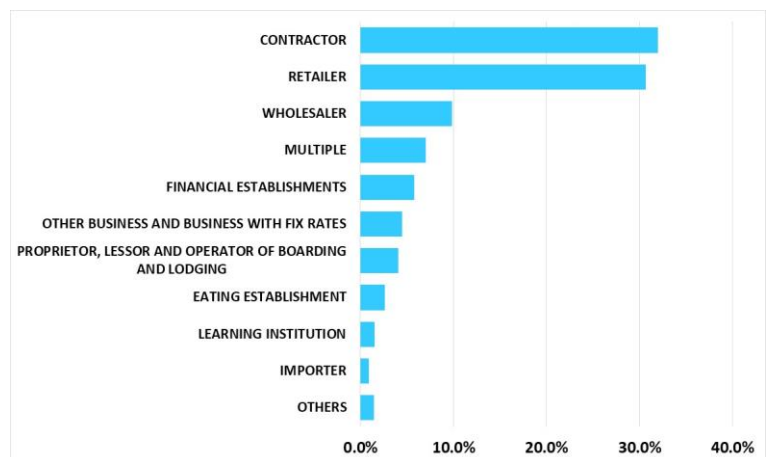
### BY THE NUMBERS

District 2 has the largest land area at 21.82 SQ.KM and is comprised of 5 barangays. It is first in terms of population size with an estimated population of 688.7K (PSA, 2018). It is home to Batasan Hills Complex and Calle Bistro Lifestyle Strip.

Contracting is the top business activity in the area, followed by retail, wholesale, and financial institutions. Top retail activity is sale of goods in non-specialized stores.

It has the least number of business establishments at 4K, 87% of which are micro, 9% are small, 4% are medium, and 1% large.

District 2 has the least number of registered business establishments in all industry categories except learning institutions where it is fifth.



Note: 577 of total QC business establishments are unclassified in terms of location by district. Total number of businesses by district will not add up to the QC total of 69K.

# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 3

www.aranetacity.com

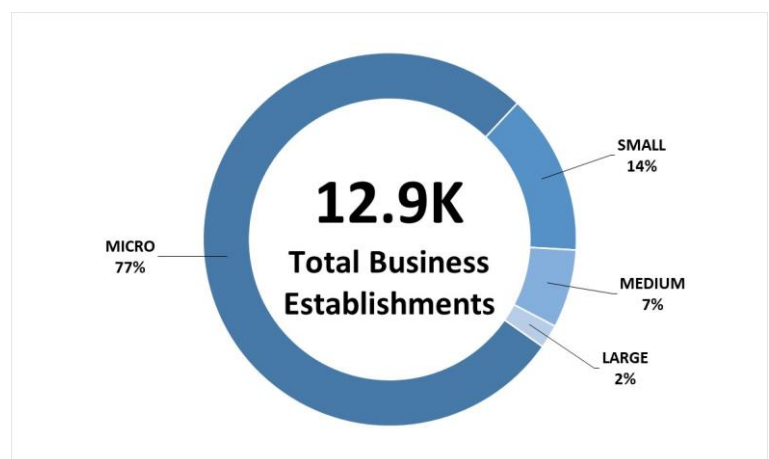
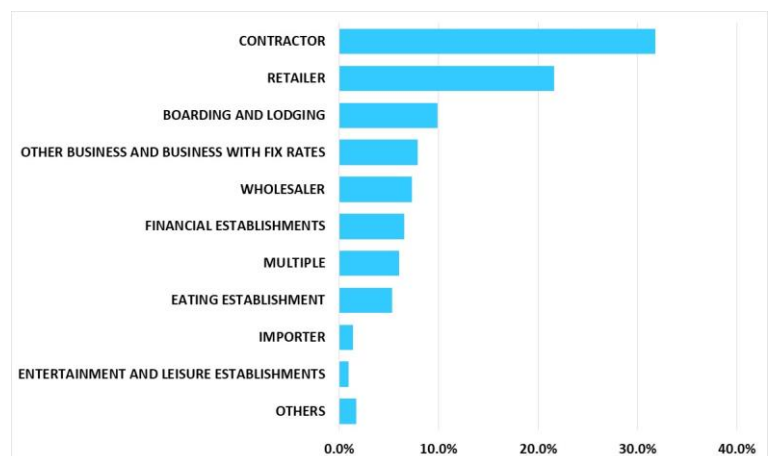
## BY THE NUMBERS

District 3 has a land area of 21.84 SQ.KM and is comprised of 37 barangays. It has the lowest population size with an estimated population of 324.6K (PSA, 2018). It is home to Araneta Center, Eastwood, and EDSA Shrine Monument.

Contracting is the top business activity in the area, followed by retail, and hotel and lodging. District 3 exhibits both a significant number and balance of retail activities such as sale of goods in specialized stores, sale of food and beverage, and sale of household equipment in specialized stores.

It is the third in number of total registered business establishments at 12.9K, 77% of which are micro; 14% are small, 7% are medium, and 2% are large.

District 3 is first in number of amusement centers; second in financial and learning institutions; third in contracting, export and import, lodging houses, shopping centers, eating establishments, and wholesale; fourth in retail; fifth in manufacturing.



Note: 577 of total QC business establishments are unclassified in terms of location by district. Total number of businesses by district will not add up to the QC total of 69K.



# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 4

### BY THE NUMBERS

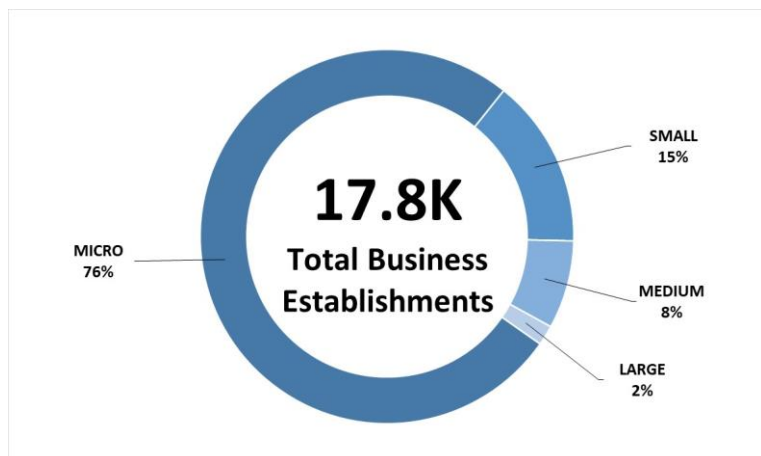
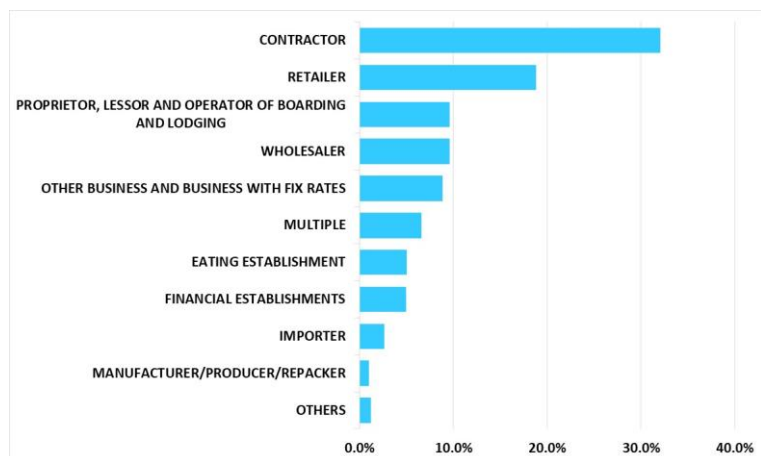
District 4 has a land area of 23.42 SQ.KM. It has the highest number of barangays at 38 and a total estimated population of 446.1K (PSA, 2018). It is dubbed as the “knowledge district” and is home the iconic Quezon Memorial Circle and U.P. Diliman Campus.

Contracting is the top business activity in the area, followed by retail, hotel and lodging and wholesale. Just like District 3, District 4 exhibits both a significant number and balance of retail activities such as sale of goods in specialized stores, sale of food and beverage, and sale of household equipment in specialized stores.

It has the highest number of registered business establishments at 17.8K, 76% of which are micro; 15% are small, 8% are medium, and 2% are large.

District 4 is first in number of financial institutions contracting and eating establishments; second in export and import, lodging houses, retail, and wholesale; third in amusement centers, learning institutions, and manufacturing; fifth in shopping centers.

[https://en.wikipedia.org/wiki/Quezon\\_City](https://en.wikipedia.org/wiki/Quezon_City)



Note: 577 of total QC business establishments are unclassified in terms of location by district. Total number of businesses by district will not add up to the QC total of 69K.

# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 5

[www.smsupermalls.com](http://www.smsupermalls.com)

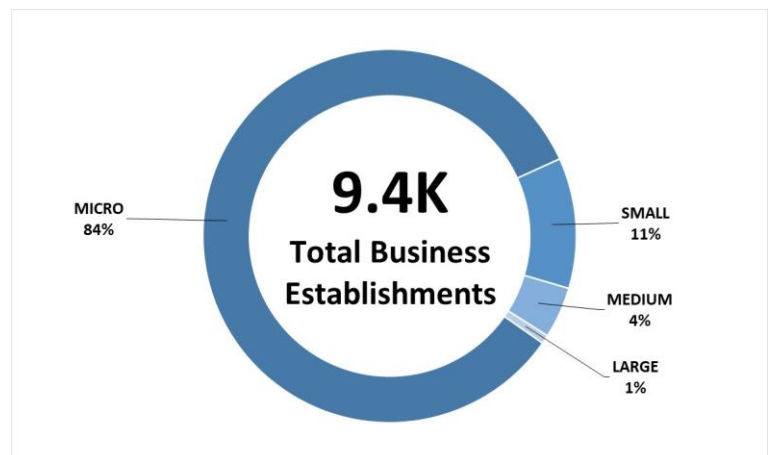
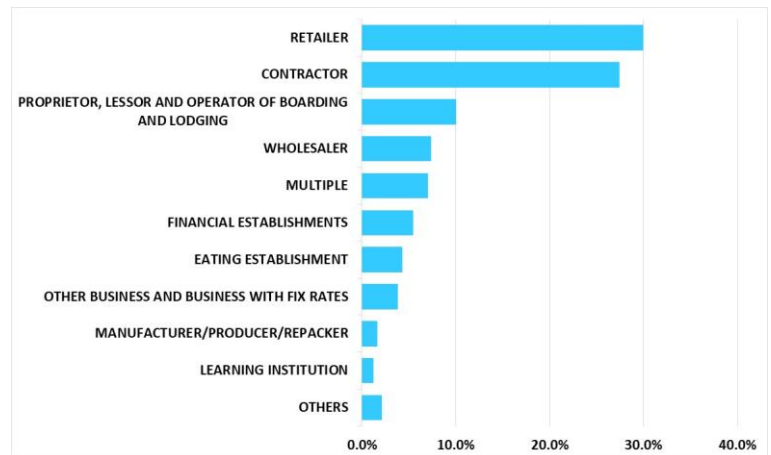
### BY THE NUMBERS

District 5 has a land area of 28.03 SQ.KM It is comprised of 14 barangays and is second in population with a total estimated population of 535.7K (PSA, 2018). It is home to La Mesa Eco Park and the fast-growing Fairview, Lagro, and Novaliches areas.

Retail is the top business activity in the area, followed by contracting and hotel and lodging. Top retail activities are retail of goods in non-specialized stores, food and beverage, and sale of motor vehicles.

It has 9.4K registered business establishments, 84% of which are micro; 11% are small, 4% are medium, and 1% are large.

District 5 is first in number of learning institutions; second in shopping centers; third in retail; fourth in amusement centers, financial institutions, manufacturing, lodging houses, contracting and eating establishments; fifth in export and import, and wholesale.



Note: 577 of total QC business establishments are unclassified in terms of location by district. Total number of businesses by district will not add up to the QC total of 69K.

# ECONOMIC ACTIVITY BY DISTRICT

## DISTRICT 6

[www.wikimapia.org](https://www.wikimapia.org)

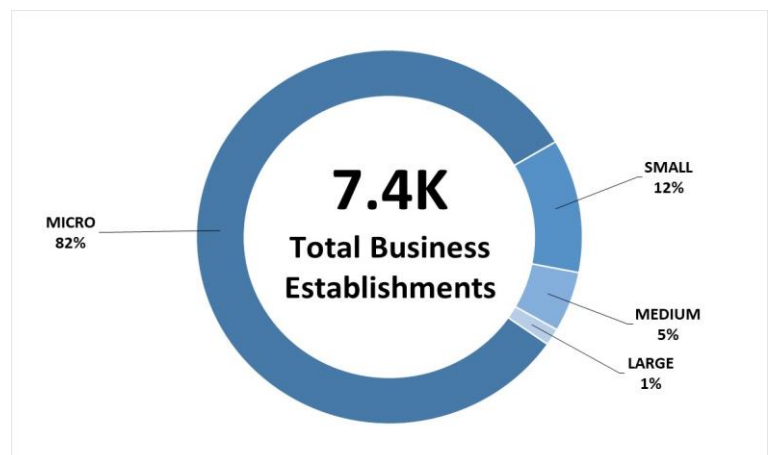
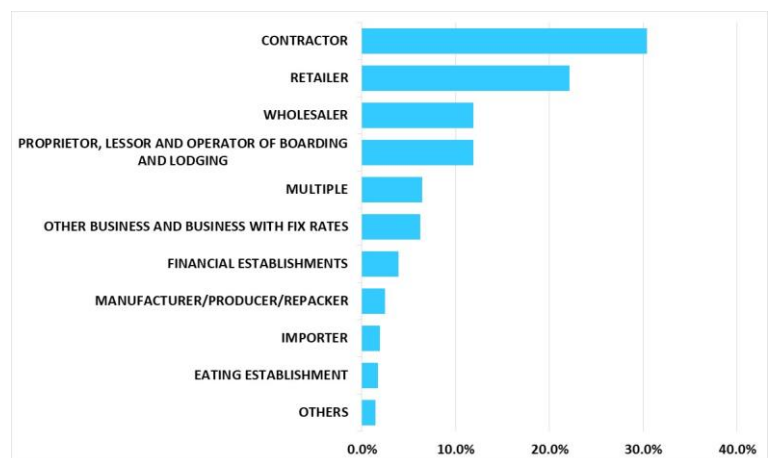
### BY THE NUMBERS

District 6 has a land area of 21.97 SQ.KM. It is comprised of 11 barangays and an estimated population of 531.5K. It is home to the Balintawak-Munoz Growth Center and historic Balintawak and Tandang Sora areas.

Contracting is the top business activity in the area, followed by retail and hotel and lodging. Top retail activities in the area are sale of automotive fuel and sale and repair of motor vehicles.

It has 7.4K registered business establishments, 82% of which are micro; 12% are small, 5% are medium, and 1% are large.

District 6 is second in manufacturing; fourth in export and import, shopping centers, and wholesale; fifth in contracting, amusement centers, financial institutions, lodging houses, eating establishments, and retail; sixth in learning institutions.



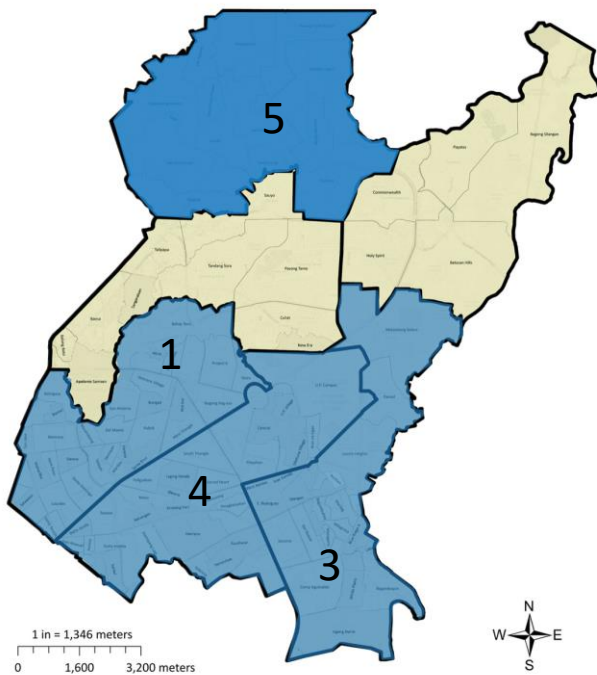
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# The QC Value Chain

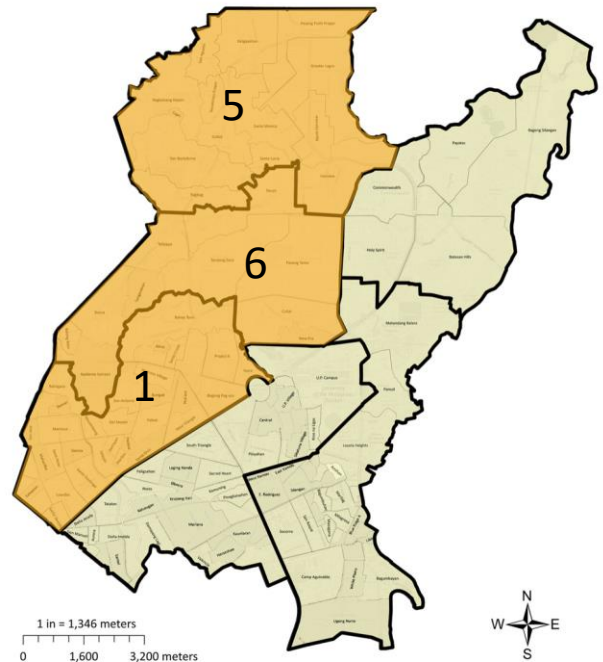
## Recreation and Trading Center

Districts 1, 4, 3 appear to be the city's recreation center given the number of amusement centers, eating establishments, and lodging houses. It may also be considered a trading center given the number of retailers, shopping centers, and the presence of export establishments. However, despite its geographical separation from these districts in the southern area, District 5 exhibits significant recreation and trading activities. It is 2nd in number of shopping centers and 3rd in number of retailers.

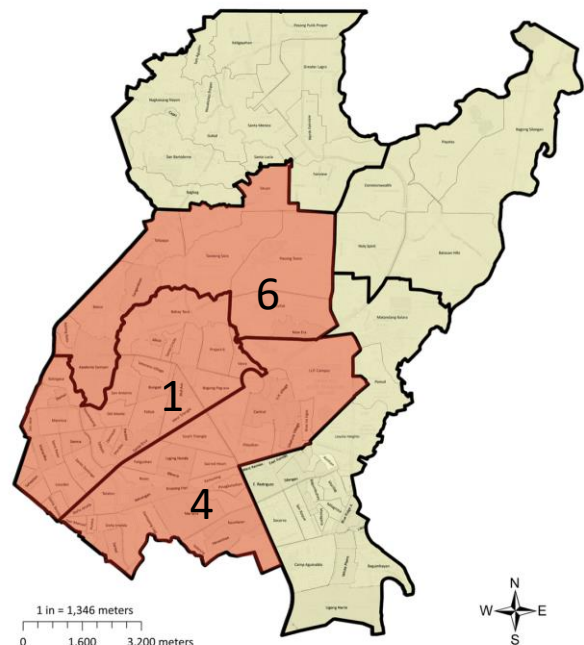


## Manufacturing Center

The western portion, specifically, Districts 1, 6, and 5 appear to be the city's manufacturing center which naturally connects to the south-western areas of Districts 6, 1, 4 as wholesale centers.

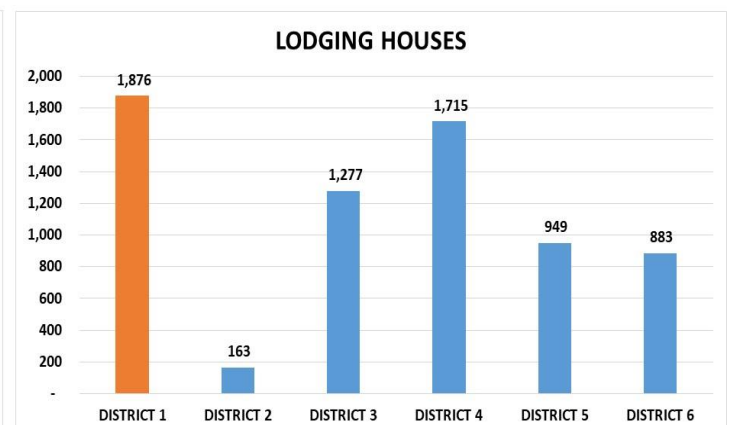
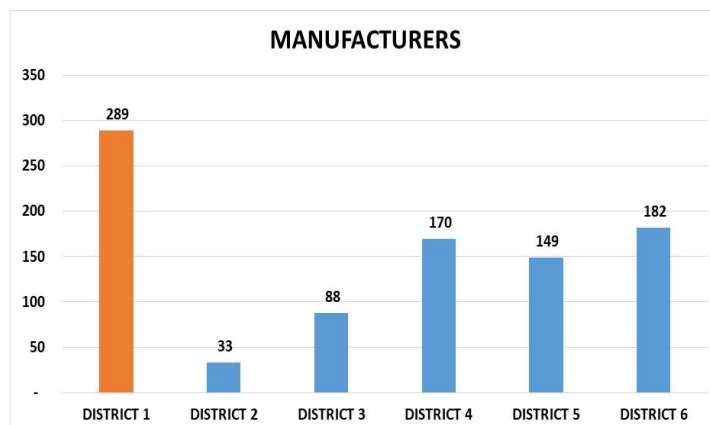
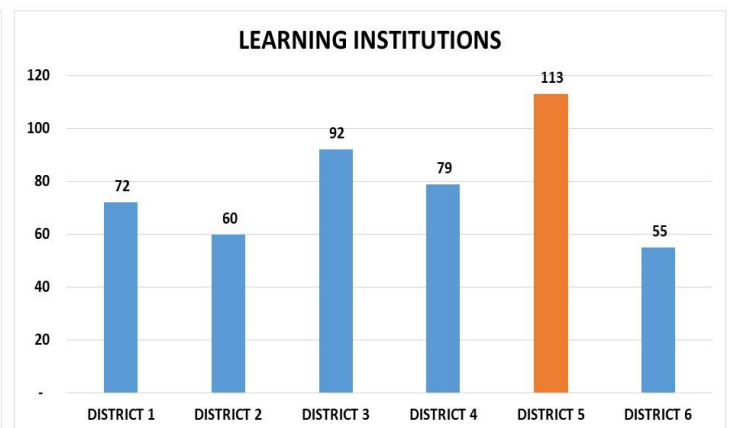
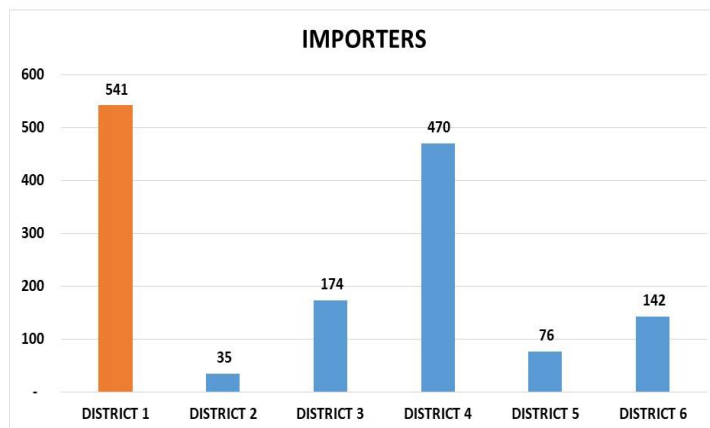
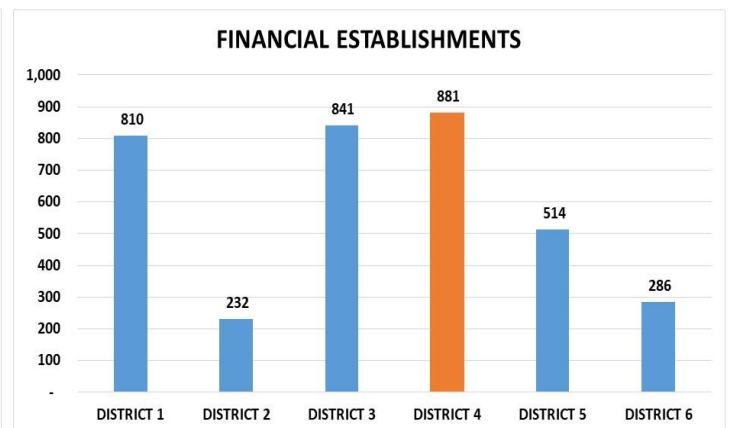
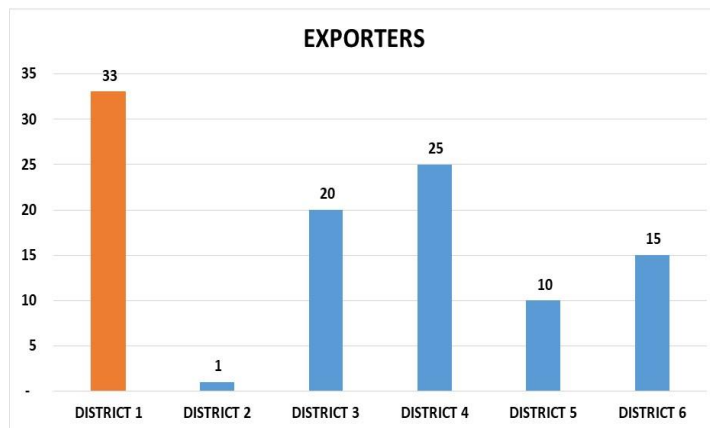
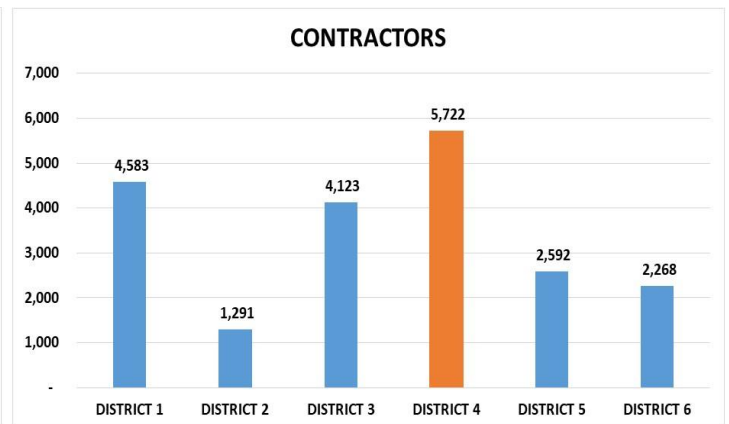
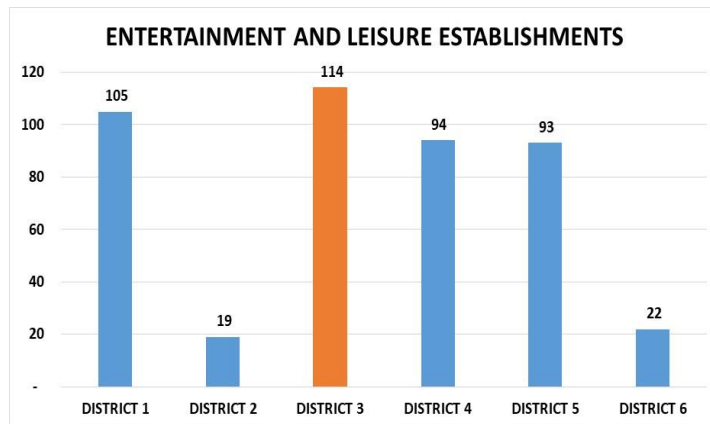


## Wholesale Center



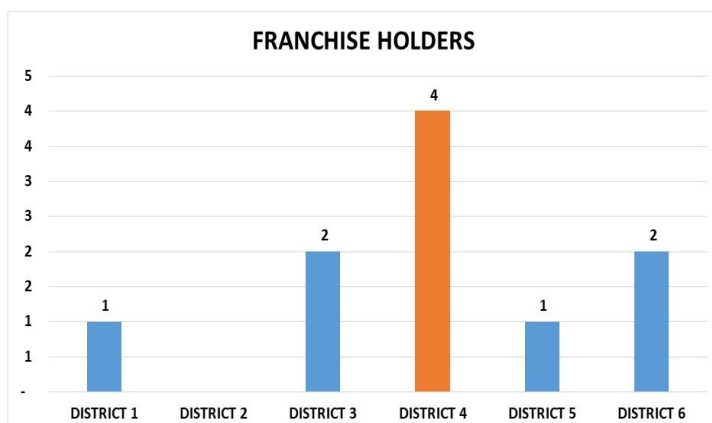
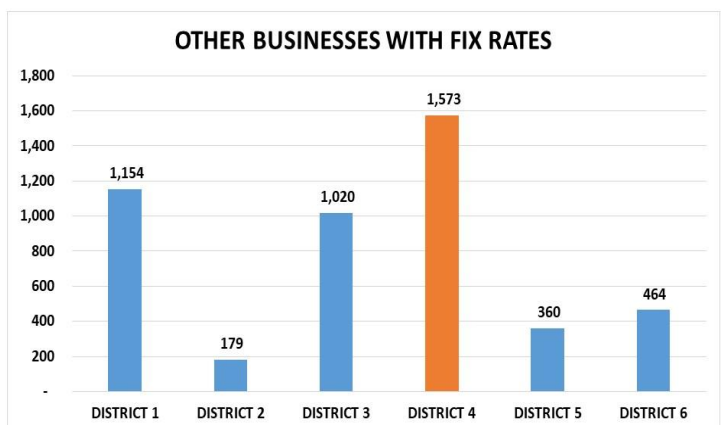
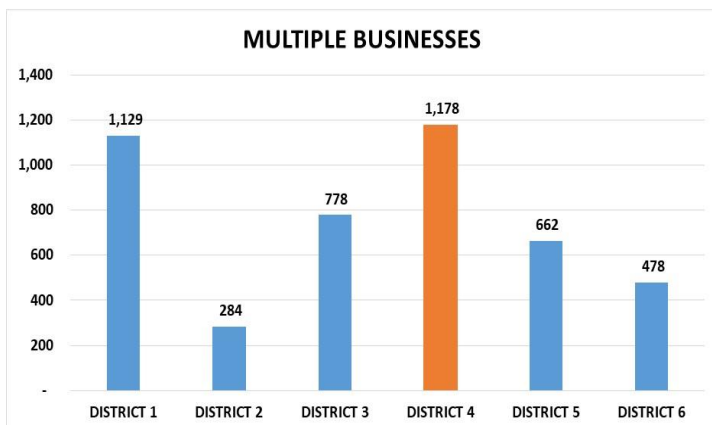
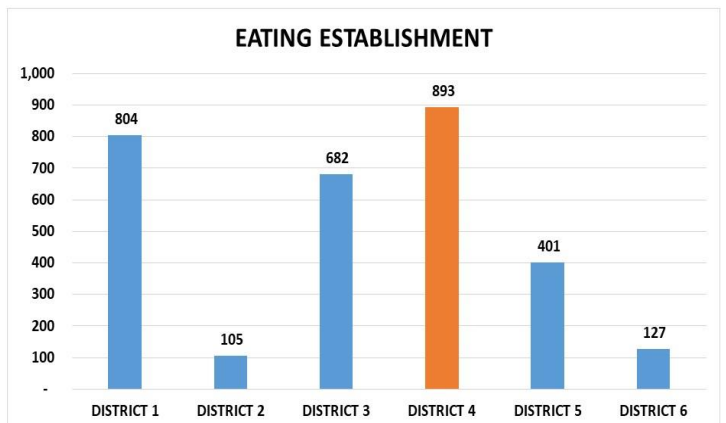
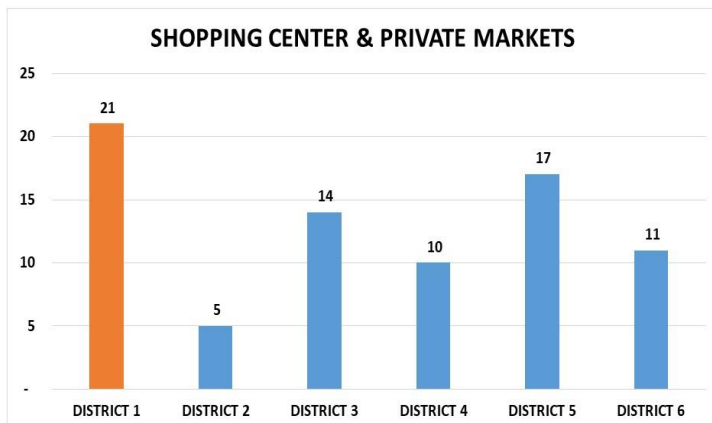
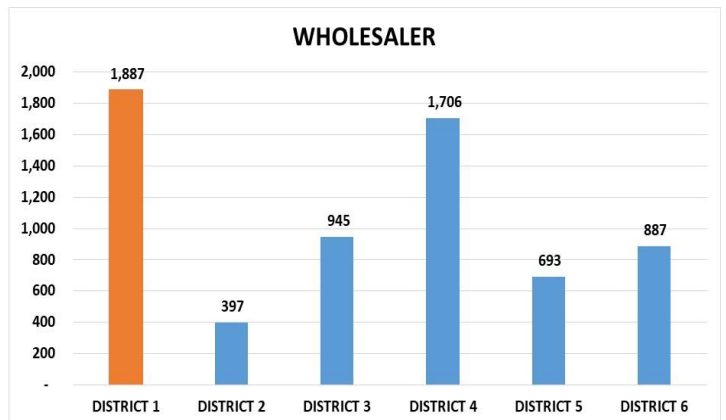
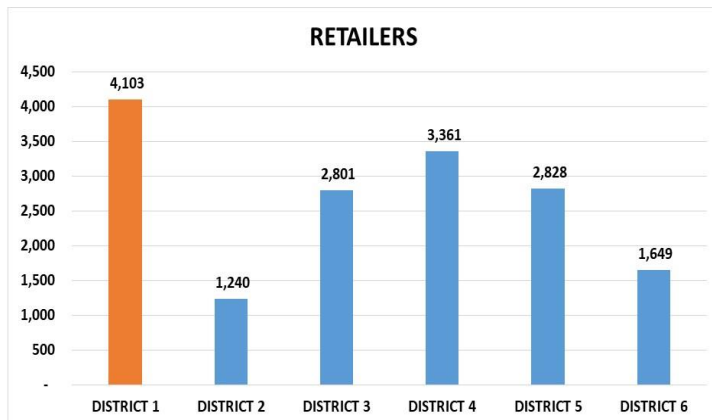
This distribution and concentration of businesses in the north-west-south area depicts the value chain or flow of goods in the city, from manufacturing in the north, to wholesale in the west, to retail in the south.

# Breakdown of Businesses by Type and by District



Source: BPLD as of December 2021

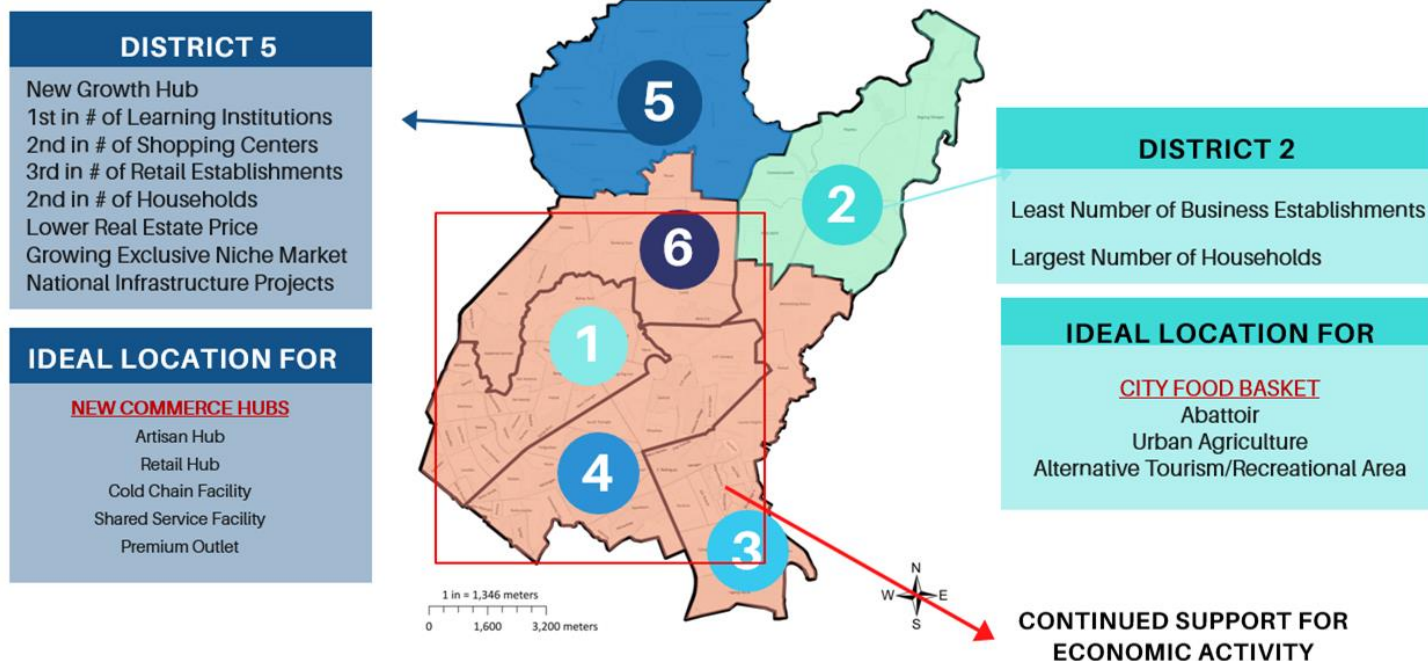
# Breakdown of Businesses by Type and by District



Source: BPLD as of December 2021



# KOMERSYO KYUSI



## DISTRICT 5 AS HOME OF NEW COMMERCE HUBS

## DISTRICT 2 AS THE CITY'S FOOD BASKET

## CONTINUED SUPPORT FOR ECONOMIC ACTIVITIES FOR DISTRICTS 1,2,3 AND 6

## New Growth Hubs

Distinct observations can be made from our Business Profile Study and Demand-Supply Gap Analysis. Two districts of interest are District 2 and District 5.

District 2 has the least number of registered business establishments despite having the largest market base in terms of number of households. It, however, has potential as urban agriculture, location for abattoir/slaughterhouses, and alternative tourism and recreational area.

District 5 shows growth in economic activities, despite its geographical separation from established retail, trade, and learning centers in the southern part of the city. Numbers reveal that District 5 is 1st in learning institutions, 2nd in shopping centers, and 3rd in retail. District 5 is the 2nd in terms of market base in terms of number of households. Real estate price in the District remains comparatively lower than prices in Districts 1,4, and 3. An exclusive niche market is growing in the north Fairview area. Lastly, District 5 benefits from National infrastructure projects in the peripheries, specifically MRT7 and Bulacan Airport.

# CONCEPT EVALUATIONS

## KOMERSYO KYUSI

Commerce hubs are envisioned as “centers of gravity” where buyers and sellers of various goods and services converge, giving rise to other economic activities and infrastructure development.

Through a series of in-depth interviews and focus group discussions, the over-all likeability and feasibility of creating the proposed commerce hubs were validated.

The *Komersyo Kyusi* concept was validated using Concept Evaluations participated in by various internal stakeholders, external sources, and relevant business associations.



COLD STORAGE FACILITY



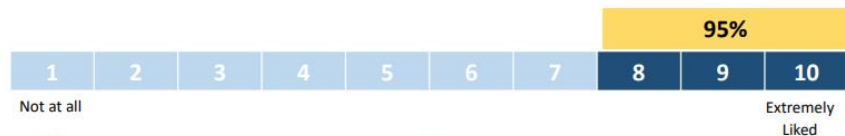
ARTISAN CENTER



SHARED SERVICE FACILITY AND RETAIL CENTER

# Cold Storage & Artisan Hub

## OVERALL LIKING



### COLD STORAGE FACILITY

A gateway from North Luzon and nearby cities, Quezon City is at the forefront of trade in Metro Manila.

To bring businesses closer, the Quezon City Government proposes to develop its very own storage and warehouse facility.

It will offer manufacturers, exporters, importers, and other businesses alike a dedicated and secure location to house and store dry and cold products, equipment, and materials.

The proposed site will be located at SB Diversion Road, Barangay Bagbag, Quezon City (near Tullahan river) covering a lot area of 2,584 SQM.



### What works!

- Ensures food safety and security, and provides low-priced products especially for QC residents
- Generate employment and business opportunities for QC LGU
- Strategic location (i.e., accessible within surrounding areas – North Luzon, Rizal, and Marikina)
- Complements the economic activities and development in North Luzon (i.e., railways, airline strip)



### What does not work

- Location is not feasible – intended for housing project and learning center
- Location: Could be flood-prone area (Tullahan River) and traffic

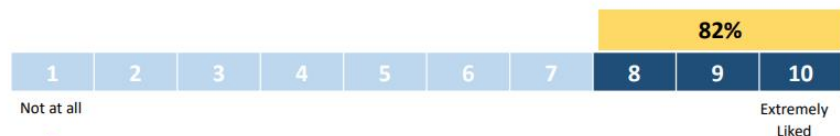


### Suggestions

- Operate and manage the facility through Public Private Partnership (PPP)
- Alternative areas with existing warehouses: Bgy. Apolonio Samson, Bgy. Balingasa, Bonifacio Avenue
- Location: Balintawak area, Commonwealth market



## OVERALL LIKING



Discover Quezon City's Pride.

### THE ARTISAN DESIGN HUB

A community of local artists, craftsmen, and designers joined together and found a new home in Payatas, Quezon City.

Harping on the narrative of 'rags to riches', the Quezon City Government will transform and develop the venue from a dumpsite to an eco-friendly tourism attraction.

The site will include a 3-storey building that will house training, designing, and selling of artisanal produce, handcrafted, and handmade products such as furniture, leather goods, eclectic jewelries, and many more.

Be a part of the story. Support the Hub.



### What works!

- Will surely uplift and turnaround the image of Payatas (transforming the dumpsite to a potential tourist attraction)
- Create a sense of professionalism for our artisans.
- Opportunity to showcase skills and talent of our local artisans; and to become potential exporters in the future.
- Generates job and business opportunities for QC LGU



### What does not work

- Location (Payatas) – inaccessible; extraction of methane gas is on-going and may take a while to complete
- Associated with La Mesa Eco Park (Artisan Village)



### Suggestions

- Ensure safety and security of the location
- Consider products from Quezon City jail
- Collaborate with national agencies such as DTI and DOST to train local artisans
- Tap the expertise of each district and use the hub as an idea center/ laboratory



The proposed cold storage facility garnered the highest over-all likeability at 95%. Preference for the cold storage facility is anchored on food availability and affordability for QC citizens. The suggested location in the north is backed up by national infrastructure developments in Bulacan, Clark, and Subic. Traffic, flooding, and expensive land and labor are critical concerns.

The proposed artisan hub garnered an over-all likeability of 85%, anchored primarily on employment generation and empowerment of local artisans following a social enterprise approach. Choosing the right location and partnerships with external agencies such as DTI, DOST, and FDA are necessary to create a fully functioning artisan design hub.



# Retail Hub & Premium Outlet

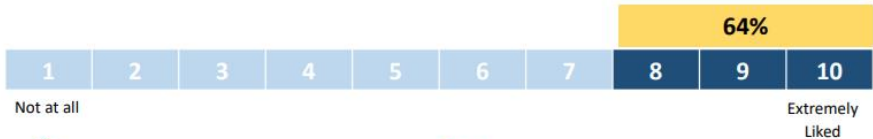
## OVERALL LIKING

**The Big Tent @ QC**

A bustling outdoor marketplace to promote trade between buyers and sellers.

The Quezon City Government will provide the venue and amenities to support the community of wholesaler and retailer from micro, small, and medium enterprises (MSMEs) and start-up businesses to showcase and sell variety of their own produce and home-grown products including food and non-food, beverages, home furniture, office equipment, health and wellness, and others.

Selection of the proposed site will consider accessibility, ease of shopping, parking, foot traffic, and entertainment (i.e., live band).



### What works!

- Opportunity for MSMEs to sell and earn especially during the pandemic
- Opportunity to feature and sell local produce and home-grown products
- Generate jobs among QC residents
- A weekend market; rotating the location from one district to another is favorable, however, this needs to be coordinated with the districts and barangays



### What does not work

- Not unique, too common; similar with existing weekend markets and night markets.
- Associated with "Sari-Sari Kyusi" in Vertis North, "Fresh Market" (SBCDPO), and "Made in QC" Caravan (QCTD)
- This is untimely during a pandemic when we need to follow health protocols



### Suggestions

- Location: Wildlife and Quezon City Circle (accessible, nature-friendly, with parking), IBP road, Visayas Avenue (jeepney/tricycle terminal in Bgy Pasong Tamo)
- Create an online market: Develop a simple portal instead where buyers and sellers



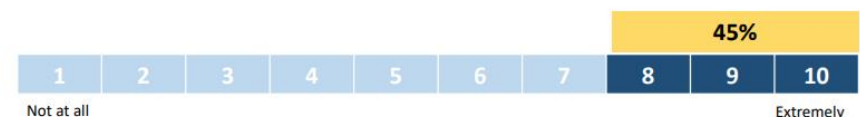
## OVERALL LIKING

"Experience a curated shopping experience in the heart of Quezon City.

**QC PREMIUM OUTLET**

It will be Quezon City's first outlet strip strategically located at Vista Real Classica Complex (near Katipunan Extension). Shoppers will enjoy premium clothing, footwear, handbags and accessories at discounted prices.

Store outlets and potential investors/ partners will gain access to this premier location in the largest and most populated city in Metro Manila. They will enjoy the benefits of tax holiday, and no business and amusement taxes for the first 3-4 years of operation.



### What works!

- Will create jobs among QC residents
- Boost and generate income for QC LGU through business permits and taxes
- Strategic location to potential customers (i.e., high end; upper class segment)
- Potential customers will include surrounding cities in Metro Manila and extend to nearby provinces
- Tourist attraction (local and foreign)



### What does not work

- Timing seems inappropriate during a pandemic; should attend to basic essentials needed by QC residents instead



### Suggestions

- Location: QC CBD areas, North Triangle, Ayala Technohub, Eastwood, Timog, along EDSA (Manila Seedling Bank), beside Solaire
- Ensure to provide parking



The proposed retail hub garnered an over-all likeability of 64%. This project is seen as means to professionalize selling activities of small QC vendors and is anchored on current trends in retailing (caravans, big tent, "mercados"). It is also seen as an opportunity to promote unique economic activities by District. Key concerns are foot-traffic, over-all management and monitoring of selling activities, and concept uniqueness.

The proposed premium outlet garnered an over-all likeability of 45%, anchored primarily on the absence of similar hubs in northern Metro Manila, accessibility and affordability of premium brands to the QC population, increase in tourist arrivals, and income generation for the city. Challenges seen include displacement of local artisans and sellers, and the lengthy set-up process.

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# Concept Statements

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## COLD CHAIN / STORAGE FACILITY

A gateway from North Luzon and nearby cities, Quezon City is at the forefront of trade in Metro Manila.

To bring businesses closer, the Quezon City Government proposes to develop its very own storage and warehouse facility. It will offer manufacturers, exporters, importers, and other businesses alike a dedicated and secure location to house and store dry and cold products, equipment, and materials.

Selection of the proposed site will consider the entry and exit points from North Luzon to Quezon City.

## PREMIUM OUTLET

Experience a curated shopping experience in the heart of Quezon City.

It will be Quezon City's first premium outlet strip where shoppers will enjoy high-end clothing, footwear, handbags and accessories at discounted prices.

Store outlets and potential investors / partners will gain access to a premier location in the largest and most populated city in Metro Manila. They will enjoy the benefits of tax holiday, and no business and amusement taxes for the first 3-4 years of operation.

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# Concept Statements

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## ARTISAN HUB

Discover Quezon City's Pride.

A community of local artists, craftsmen, and designers joined together and found a new home in an Artisan Design hub in Quezon City.

The center will house training, designing, and selling of artisanal produce, handcrafted, and handmade products such as furniture, leather goods, eclectic jewelries, and many more.

In the long-run, the proposed site will develop peripheries that will serve as an area where alternative tourism will flourish.

## RETAIL HUB

A bustling outdoor marketplace to promote trade between buyers and sellers.

The Quezon City Government will provide the venue and amenities to support the community of wholesaler and retailer from micro, small, and medium enterprises (MSMEs) and start-up businesses to showcase and sell variety of their own produce and home-grown products including food and non-food, beverages, home furniture, office equipment, health and wellness, and others.

Selection of the proposed site will consider accessibility, ease of shopping, parking, foot traffic, and entertainment (i.e., live band).



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# Concept Statements

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## SHARED SERVICE FACILITY

An enabling facility for entrepreneurs who wish to create, collaborate, and scale.

The Quezon City Government proposes to establish a shared service facility to support MSES. The facility will function as a fabrication laboratory that will provide access to shared technology, machinery, equipment, tools, systems, skills, and other auxiliary items. It is envisioned to facilitate product development and design, business partnerships, marketing, and export opportunities.

More than a structure, it will house an ecosystem of innovative, collaborative, and optimistic entrepreneurs who aim to improve productivity and marketability.

## ABATTOIR

A city-owned and operated abattoir of Triple A rating.

Following the Sanitation Code, proposed abattoirs and slaughterhouses will be at least 200 meters away from residential areas, schools, churches and places of public assembly, and at least 25 meters away from markets and other food establishments.

These abattoirs will augment the projects in District 2 as city's food basket by providing supply of meat not only as direct consumer good, but as raw material for high value food production.



# **ECONOMIC DEVELOPMENT AND INVESTMENT PLAN 2022-2025**

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## **INVESTMENT PRIORITIES PLAN 2022-2023**

# HOW DO WE GET THERE

The Quezon City Economic Development and Investment Plan



[www.businessmirror.com.ph](http://www.businessmirror.com.ph)

## ECONOMIC DEVELOPMENT AND INVESTMENT POLICY STATEMENT

The Quezon City Economic Development and Investment Policy prioritizes investments related to logistics, ICT, education and health, design and alternative tourism, manufacturing and retail of essential goods, and green infrastructure. The policy aligns with the 3 main thrusts of the economic development sector from the 14-Point Agenda – make QC the preferred business destination, create more jobs across businesses, and develop new growth hubs.

These investments will fuel the development of new growth hubs and will provide an avenue for workforce development, whilst fostering environment protection, food sustainability, education and health, and industry linkages. In the long-run, these new growth hubs will develop peripheries that will serve as areas where MSEs, start-up businesses, and alternative tourism will flourish.

### OVER-ARCHING PROGRAMS

- Workforce Development
- Green Jobs, Green Infrastructure, and Green Market Development
- Inter-City Tourism
- Startup Business and Youth Entrepreneurship Development
- Microbusiness and Cooperatives Development
- Wage Subsidy Program for Small Businesses
- Incentives for Medium and Large Enterprises
- Artisan Development
- Commerce Hubs
- Urban Agriculture



# Plan of Action



## A WHOLE OF CITY AND SHARED LEADERSHIP APPROACH

Following the strategic management and input-process-output methodologies, the EDIP begins with an analysis of internal and external inputs and aligns with the LDIP, CDP, and Development Plans and Programs of various Departments. It is geared towards policy development and execution of longitudinal programs to guide short-term projects.

The intended outcome is the realization of Mayor Joy Belmonte's Agenda 7, 8, and 9, measured through key success indicators. Institutional support and development play a crucial role in facilitating both short-term and long-term programs.

The Plan of Action includes projects and inputs of the different

departments that taken together, form the backbone of the city's economic development plan.

Target activities in the short-term, (2022) are as follows:

- Workforce Development
- Green Jobs, Green Infrastructure, and Green Market Development
- Startup Business and Youth Entrepreneurship Development
- Microbusiness and Cooperatives Development

Target activities in the medium-term (2023-2024) are as follows:

- Wage Subsidy for Small Businesses
- Incentives for Medium and Large Businesses

Moving forward, activities in the long-term (2025) are as follows:

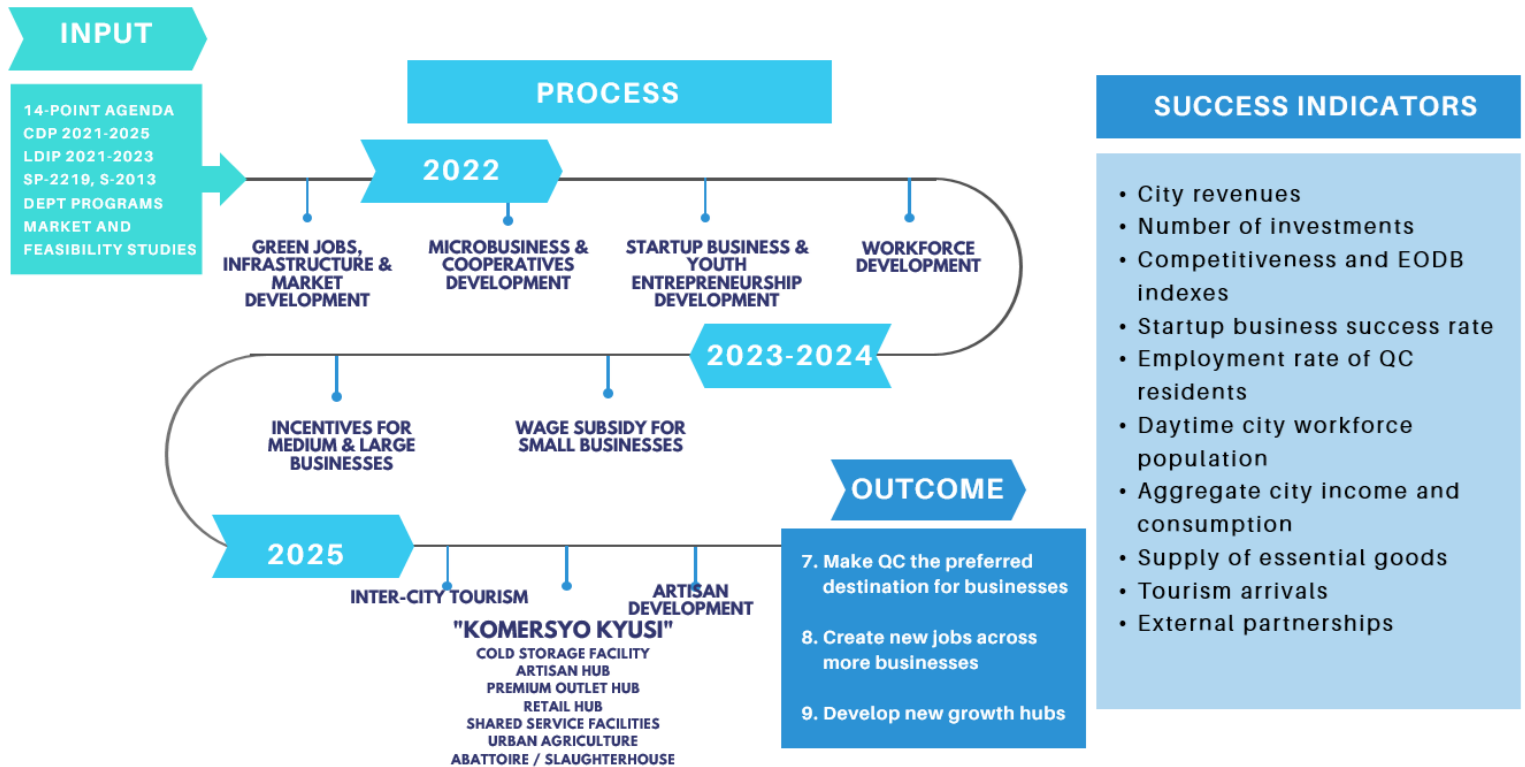
- QC Artisan Development
- Inter-city Tourism
- Commerce Hubs (Komersyo Kyusi) in District 5
- Urban Agriculture in District 2

The EDIP likewise recognizes the need for continuing support for economic activities in Districts 1, 3, and 4.

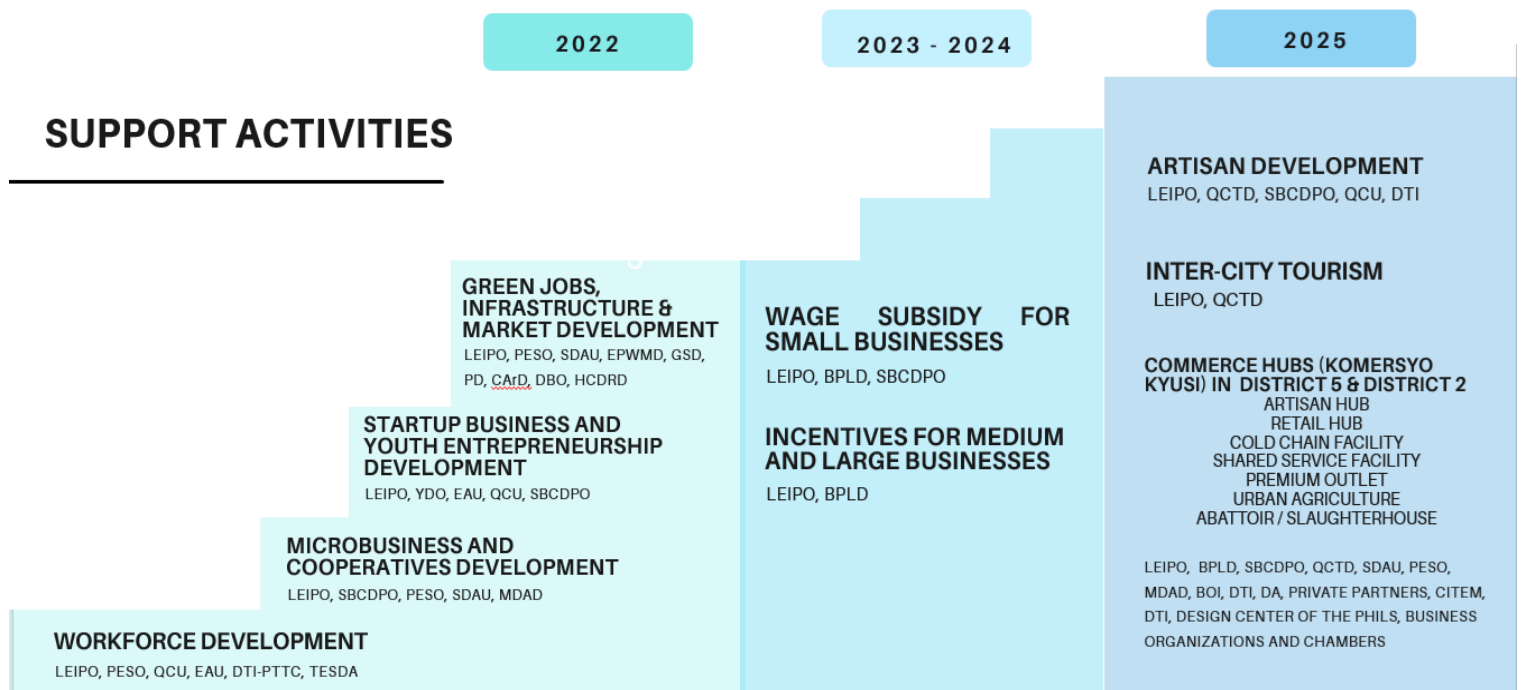
Lastly, the plan places importance on continuing Ease of Doing Business, data monitoring and management, education and health programs, and infrastructure support to facilitate the economic and investment development plan.

# Plan of Action

## ECONOMIC DEVELOPMENT AND INVESTMENT ROAD MAP 2022-2025



## SUPPORT ACTIVITIES

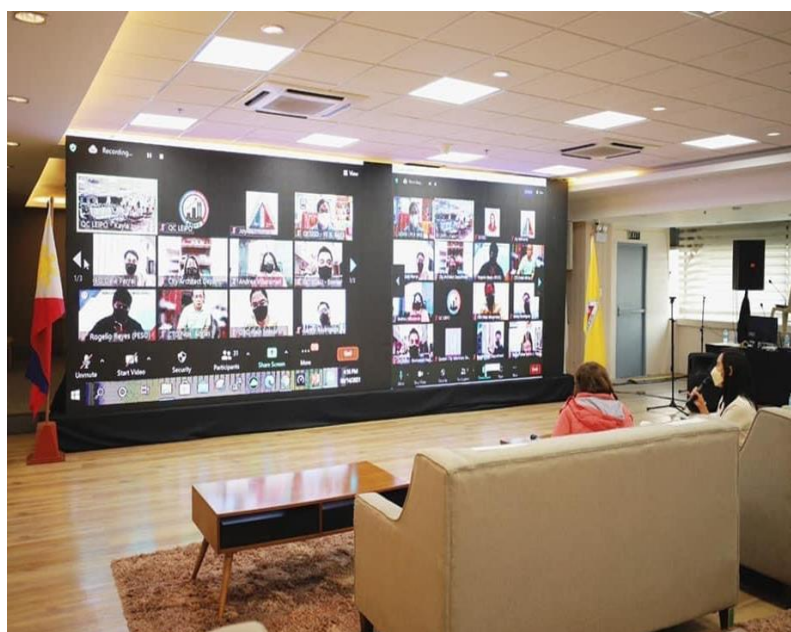


EASE OF DOING BUSINESS  
DATA MANAGEMENT  
EDUCATION AND HEALTH  
INFRASTRUCTURE

INSTITUTIONAL SUPPORT

CPDO, CITY ARCHITECT,  
EPWMD, GSD, DBO, CITY VET,  
HCDRD, PROCUREMENT / GSD,





The First EDIB Meeting on September 14, 2021 (clockwise from left): City Mayor, Hon. Joy Belmonte; City Administrator, Michael Alimurung; LEIPO Action Officer, Pierangelo Dominguez; EDIB members and invited attendees via Zoom; Vice Mayor, Hon. Gian Sotto; Coun. Jun Ferrer; Coun. Aly Medalla; Assistant City Administrator, Bebot Kimpo; Market Development and Administration Action Officer, Col. Lipana (Ret); Senior Tourism Operations Officer, Tess Alano; Tourism Department Action Officer, Tetta Tirona; Hon. Joy Belmonte with BPLD Head, Marge Santos and LEIPO Action Officer Pierangelo Dominguez.



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# Policy and Program Proposals

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## Workforce Development

This is composed of a retooling program following a systemic training approach (blue-collar, informal sector, professional, food and agriculture) and support activities for job-matching and education-industry linkages. Units involved: LEIPO, PESO, SDAU, QCU, EAU, DTI-PTTC, and TESDA.



## Green Jobs, Green Products, Green Infrastructure, and Green Market Development

This connects with the Workforce Development Program and aims to create a localized version of the Philippine Green Act. As support activity, measures will be taken to provide a steady market for green products while support services and incentives are provided to green infrastructure investments. Units involved: LEIPO, PESO, SDAU, EPWMD, and GSD / PD, CarD, DBO, and HCDRD.



## Startup QC and Youth Entrepreneurship Development

This aims to empower the youth by providing financial and non-financial support to young entrepreneurs who wish to start their own enterprise. This program's overarching goal is to create a vibrant QC Startup Ecosystem. Units involved: LEIPO, EAU, YDO, QCU, and SBCDPO.

## Microbusiness and Cooperatives Development

This aims to empower micro businesses and cooperatives through long-term and policy-based programs to guide short-term projects. Financial and non-financial support such as training, capacity-building, and linkages will be provided. Units involved: LEIPO, SBCDPO, PESO, SDAU, and MDAD.

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# Policy and Program Proposals

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## Komersyo Kyusi

This aims to develop new commerce hubs namely: (1) Artisan Hub; (2) Cold Storage Facility; (3) Retail Hub; (4) Shared Service Facility; (5) Food Hub / Urban Farm, and; (6) Shared Service Facilities. Units involved: LEIPO, BPLD, SBCDPO, QCTD, SDAU, PESO, DA- BFAR, DTI, BOI, and private partners



## Inter-city Tourism

This takes off from the city's unique advantage as green lung and location of historical sites. It connects with the proposed Artisan Hub and Premium Outlet. Partnerships with other cities plays a crucial role to facilitate inter-city tourism. Units involved: LEIPO, QCTD

## Wage Subsidy for Small Enterprises

The proposed wage subsidy program for small enterprises acts as a safety net to safeguard small businesses and ensure continuous employment of QC residents in times of economic recession. Units involved: LEIPO, BPLD, SBCDPO.

## Artisan Development

This program recognizes the unique talent of QC entrepreneur. It takes off from the construction of the first QC Design Center that will house, train, and connect QC artisans to both local and export markets. Units involved: QCTD, QCU, SBCDPO, DTI, CITEM, and Design Center of the Philippines



## Incentives for Medium and Large Enterprises

Pursuant the QC Economic Incentives Code, this recognizes the important role of rationalizing incentives to attract medium and large investments to the city. The proposed incentives for medium and large businesses are anchored on economic value added for the city, employment of QC residents, modernization, support for local raw materials, and use of green technology and infrastructure. Units involved: LEIPO, BPLD.

# INVESTMENT PRIORITIES PLAN

## PRIORITY INVESTMENTS

Based on the city's strengths and external opportunities, priority is placed on investments related to the following:

Logistics. Business activities related to transportation, distribution, storage, and other activities affecting the value chain.

ICT, Education, and Health. Business activities related to digitalization, automation, ecommerce, and other online education/training platforms and improvement of health delivery systems.

Design and Alternative Tourism. Business activities related to production of artisanal goods and product/service reconfiguration relevant to the "new normal". This includes design of products or services, design of experiences, and design of space.

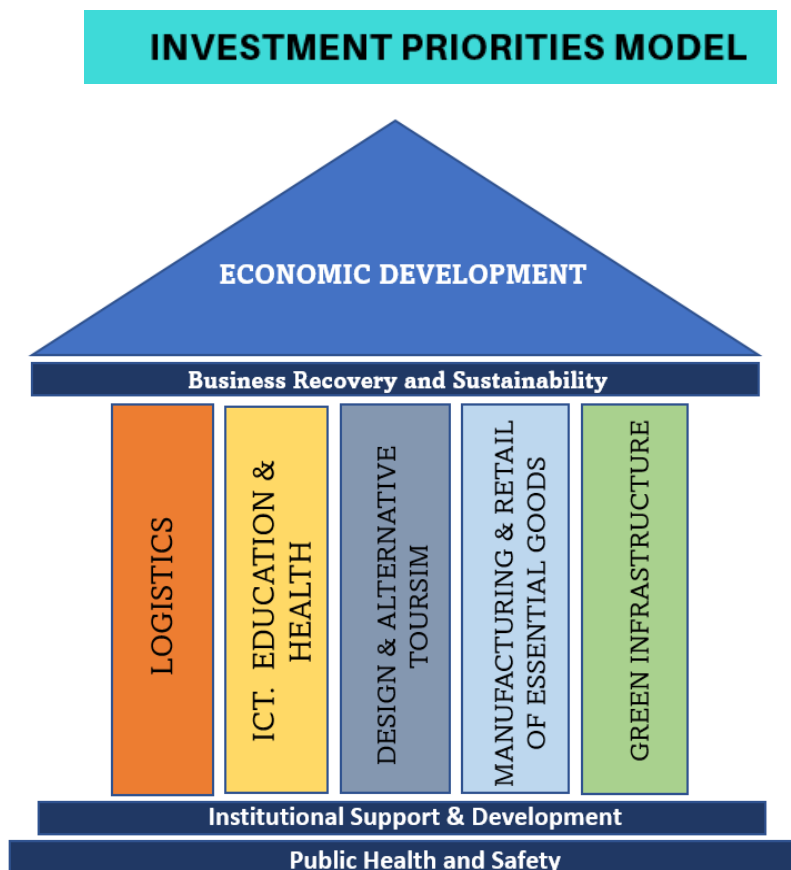
Manufacturing and Retail of Essential Goods. Business activities related to production of high-value production of food, medicine, and other basic necessities.

Green Infrastructure. Business activities related to production of environmentally-friendly products or services consumed by households, businesses, and institutions.

As a support mechanism, and pursuant to SP-2219, S-2013, the City Government is committed to enhancing the business climate by way of the following support programs:

- Adequate infrastructure and Ease of Doing Business
- Development of ICT infrastructure
- Public Private Partnerships
- Links to human resource needs
- Urban renewal
- Safety and security
- Industrial and labor relations
- Economic support and security

**“While incentives are an investor’s “cherry on top”, location, market, and local government support are an investor’s primary consideration!”**





# INVESTMENT PRIORITIES PLAN

IMPLEMENTING GUIDELINES (SP-2219, S-2013)

## Medium and Large Enterprises

These incentives are for Medium and Large Enterprises (MLEs) defined as any business activity or enterprise whether partnership or corporation whose total assets, inclusive of those arising from loans but exclusive of the land on which the particular business entity's office, plant, and equipment are situated, must have value falling under the following categories:

- PhP15,000,001-PhP100,000,000 for medium;
- PhP100,000,001 and above for large

## Non-fiscal Incentives for Pioneer and Non-pioneer MLEs

An account officer assigned to assist enterprises in obtaining requirements

Transparency in the process of registering and qualifying for incentives

No modifications by the City Government of regulatory or contractual arrangements or interference in the internal operations of the enterprise after the granting of incentives

Access to comprehensive information on investing and doing business in Quezon City, including all government plans & policies

Facilitate employment of qualified foreign personnel, as may be required for the efficient operation of the enterprise or for technology transfer, provided there is no Philippine national qualified or available for the task

Expedient certification, registration, licensing and permitting operations

Resolution of all gray areas in the interpretation of benefits and incentives granted under the code.

## Qualifications of Pioneer and Non-Pioneer MLEs

Must have complied with all requirements mandated under existing local and national laws and the constitution

Must not have been found guilty with finality of any violation of the provisions of the Philippine and the City Government's Labor Laws

Must be engaged in activities consistent with the EDIP and satisfy the criteria contained in the IPP

Will provide for labor and employment force where at least 15% of the total rank and file employees for medium, and 20% for large, are bona fide residents of Quezon City

Upon receipt of incentives, shall execute an undertaking to operate in Quezon City for a period agreed upon by the investor and the QCEDIB, barring incidents of Force Majeure and/or Acts of God

Additionally Non-Pioneer MLEs will expand production capacity or construct new buildings and other civil works for the installation of new machineries and equipment or improvements thereof.

## Tax Credit for Purchase of Raw Materials

Total amount paid for the purchase of raw materials shall be deducted from the business tax due on the taxable year provided that:

- (1) raw materials are produced in QC;
- (2) transaction must be evidenced by official receipts;
- (3) raw materials must be actually, directly and exclusively used in the production / operation of the said enterprise;
- (4) tax credits may be availed only for purchases made during the taxable year from the time the enterprise ceased to enjoy incentives

## Fiscal Incentives for Pioneer and Non-Pioneer MLEs

Tax holiday on Real Property Tax for 4 years of operation, excluding Barangay share, under the condition that the land, buildings, and machineries are owned by the qualified MLEs and shall be actually, directly, and exclusively used in the furtherance of their business

A special deduction on the gross income for business taxes for 4 years of operation of P5M for medium enterprises and P10M for large enterprises

Exemption from payment of Franchise Tax and Amusement Tax for 4 years of operation provided there is a direct connection to the business activities of the qualified MLEs

Exemption from payment of tax on transfer of real property ownership for 4 years of operation, provided that the real properties acquired shall be actually, directly, and exclusively used in the furtherance of the business of the qualified MLEs.

## Special Incentives for Pioneer and Non-Pioneer MLEs

1-year Tax Holiday on Real Property Tax and Business Tax if at least 30% for medium or 40% for large, of total rank and file employees are bona fide residents of Quezon city

2-year Tax Holiday on Real Property Tax and Business Tax if at least 60% for medium or 70% for large, of total rank and file employees are bona fide residents of Quezon city

3-year Tax Holiday on Real Property Tax and Business Tax if at least 100% for both medium and large, of total rank and file employees are bona fide residents of Quezon city

# OUR WAY FORWARD

Where is the city headed?



[www.eastwoodcity.com](http://www.eastwoodcity.com)

## Next Steps

There is a need to collaboratively create an environment conducive to inclusive growth and economic development. A proactive approach to new growth hubs development is imperative and can be done through strategic and long-term policy and program creation, following a whole of city and shared leadership approach.

The next step is to align existing city plans to the EDIP and come up with specific actions and activities related to location identification, conduct of feasibility studies, linkages, and public private partnerships.



[www.nolisoli.com.ph](http://www.nolisoli.com.ph)

## Key Points

- High score in the 4-point investor decision criteria - location and land use, accessibility and connectivity, macroeconomic stability and growth potential, and government support
- Strength is in numbers
- An optimistic, diverse, tech-savvy, wise, unique, and brand-conscious spending population
- High business and consumer confidence
- Diverse and vibrant business profile by District
- Surplus of consumer goods even amidst the pandemic
- Northwestern District 5 as home to new commerce hubs and District 2 as potential city food basket



## **ECONOMIC DEVELOPMENT AND INVESTMENT PLAN 2022-2025**

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### **INVESTMENT PRIORITIES PLAN 2022-2023**



## LOCAL ECONOMIC INVESTMENT PROMOTIONS OFFICE

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December 2021