

Chapter III

COMPETITIVE INDUSTRY AND SERVICES SECTOR

This chapter focuses on strategies and policies that will boost production and employment by appropriately identifying the growth areas and the needed support for enterprises and investors.

The Competitive Industry and Services Sector has 45 programs and projects with total investment requirements of around P 1.4 billion for the 6-year period. The major programs and projects under this sector are the Small Enterprise Technology Upgrading (P395 Million); Establishment of IT Park in Iloilo City (P380 Million) and a similar IT Park and Commercial Hub Center in Bacolod City (P320 Million).

Strategic Framework

Goal

To improve the business environment in Western Visayas.

Objectives and Measurable Targets

- Increase new investments, including foreign direct investments, by 35 percent
- Increase the number of MSMEs by five percent annually from 2,634 in 2009
- Streamline business registration processes particularly in local government units
- Increase exports by six percent annually from US\$160 Million in 2009
- Increase traffic of international air and sea vessel cargos by ten percent annually
- Reduce the time of processing mining exploration permits to a maximum of one year from the current practice of more than one year
- Establish a sufficient, reliable and sustainable power supply (see Chapter 8)

Development Strategies

1. Prepare the stage for increased foreign direct investments.
2. Strengthen government programs that focus on the development of MSMEs.
3. Undertake capacity-building and skills enhancement for MSMEs.
4. Increase awareness of micro-finance facilities among MSMEs.
5. Improve business registration procedures at the local level.
6. Improve port operations by proper enforcement of regulations and removal of red tape.

7. Encourage and support exploration of mineral resources and promote environmentally-sound mining practices.
8. Formulate a comprehensive and effective marketing strategy to make local products known to foreign markets
9. Promote industries with export potentials
10. Promote corporate social and environmental responsibility and gender responsive programs among local industries
11. Institute an enabling environment that will mainstream DRR and CCA measures in the industry and services sectors

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)						Fund Source	Implementing Agency	
		2011	2012	2013	2014	2015	2016			Total
1. Product Development	Conduct/coordinate product development clinics & Prepare Product Catalogues	176	678	746	820	902	993	4,315	GAA	DTI
2. Product Branding	Facilitate product branding activities/coordinate technical working group meetings	79	19	21	23	25	28	195	GAA	DTI
3. Trade Fairs	Coordinate/participate in inter-national, national, Visayas-wide regional and provincial/ municipal trade fairs	1,030	2,168	2,385	2,623	2,886	3,174	14,266	GAA	DTI
4. Trade Mission	Organize/coordinate foreign, local trade missions and domestic selling missions	-	46	51	56	61	67	281	GAA	DTI
5. Market Matching	Conduct/facilitate virtual market matching activities (thru internet) and buyer-supplier market matching	124	167	184	202	222	245	1,144	GAA	DTI
6. Trade Trainings	Conduct/facilitate/coordinate trade trainings (costing and pricing, negotiation technique, export/import procedures and product packaging)	132	128	141	155	170	187	914	GAA	DTI
7. Trade Facilitation/Product Showcase	Strengthen and maintain MSME-Showroom/Pasalubong Centers/Trade House		35	39	42	47	51	214	GAA	DTI

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)						Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016		
8. Information Packages	Prepare promotion collaterals; Prepare Market Research/Study	119	191	210	231	254	280	GAA	DTI
9. Packaging and labeling	Assist in upgrading of existing packaging systems of local products to increase shelf life and enhance market competitiveness (120 designs)	80	400	400	400	400	400	GAA	DOST
10. Guimaras Trade and Investment Promotion Program (GTriPP)	Promote/develop local products, services, industry information to overseas markets and opportunities and assist in trade and economic related activities	1,540						GAA	Guimaras Province
11. Business Registration and Licensing	Process Business Name Registration; Mobile Registration; Repair & Service Shops Accreditation; Process PETC applications; Conduct PETC Monitoring; Process PCAB	578	659	725	797	877	965	GAA	DTI
12. Investment Promotion	Conduct Investment Roadshow/ Exhibit, Investment Forum, Clinics & Dialogues, Symposium, and Business Opportunity Seminars	247	203	223	246	270	297	GAA	DTI

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III- COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)							Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016	Total		
14. Policy Advocacy and Support	Advocate implementation investment regulations and formulation of local investment code and attend local investment board	42	78	86	94	104	114	518	GAA	DTI
15. Investment Research	Prepare/ update investment and industry profiles	39	39	43	47	52	57	277	GAA	DTI
16. Information Packages and Dissemination	Prepare/update cost of doing business		28	31	34	37	41	171	GAA	DTI
17. System Maintenance and Updating	ICT Special Projects - Personal Computer for Public School Project Quarterly Monitoring; IT advocacy program; Iloilo IT Week; WEBNRS Seminar; OS & office application software licensing; Consultancy; Install, train & maintain document organizer program; Web-based data sharing, etc.	693	927	1,020	1,122	1,234	1,357	6,352	GAA	DTI
18. Calibration/Testing Services	Provide testing and calibration services to industries, academe, private sector to improve services and productivity (3,070 Firms)	4,000	4,000	4,000	4,000	4,000	4,000	24,000	GAA	DOST

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)							Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016	Total		
19. Enterprise Development Program	A package of programs/ projects aimed to increase household income, generate more investments and increase job opportunities	5,000	5,000	5,000	5,000	5,000	5,000	30,000	GAA	Iloilo Province
20. Economic Enterprise Development Program	Provide technology and manpower support in generating jobs and employment	1,000	1,000	1,000	1,100	1,210	1,331	3,000	GAA	Antique Province
21. Establishment of Antique Livelihood Enterprises and Agricultural Development Center	Provide livelihood and income generating projects in support to agriculture and fisheries development In the Province of Antique	3,550	3,550	3,550	3,905	4,296	4,725	10,650	DA	Antique Province
22. Productivity and Entrepreneurial Trainings/Seminars	Conduct/coordinate productivity, technology transfer, management and entrepreneurship trainings/ seminars; conduct GAD trainings	988	1,311	1,442	1,586	1,745	1,919	8,992	GAA	DTI
23. Technology Promotion	Conduct mission & benchmarking and conduct/facilitate technology promotion activities	98	98	108	119	130	143	696	GAA	DTI
24. Consultancy Services	Conduct referral and information services and provide business consultancy service	228	318	350	385	423	466	2,169	GAA	DTI

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)							Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016	Total		
25. Small Enterprise Technology Upgrading Program	Upgrade the technological capability of 600 micro, small and medium enterprises to become competitive	20,100	75,000	75,000	75,000	75,000	75,000	395,100	GAA	DOST
26. Credit Brokering	Conduct financing fora and refer entrepreneur to financing institutions	-	112	123	136	149	164	684	GAA	DTI
27. SMED Council/Industry Association/Business Organization Strengthening	Provide secretariat support to the SMED Councils; Sustainable Employment Program; Capacity-Capability Building Activities (Institutional/Organizational Development/Strengthening; Multi Sectoral Assistance; Sectoral Development Programs; Value Chain, etc)	1,267	1,337	1,471	1,618	1,780	1,958	9,430	GAA	DTI
28. Education & Advocacy	Conduct briefings/fora/ seminars; Set-up Exhibits (Mandatory Standards); Balik Eskwela Diskwento Project	388	662	728	801	881	969	4,430	GAA	DTI
29. Constituency Building	Establish/maintain consumer groups; Endorse consumer groups accreditation; Capability building trainings; Maintain Provincial Price Coordinating Council & LPCC	159	294	323	356	391	430	1,954	GAA	DTI

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)							Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016	Total		
30. Project Development & Implementation	Conceptualize/adopt innovative concepts, install Consumer Welfare in schools	13	13	14	16	17	19	92	GAA	DTI
31. Information Packages	Disseminate information on trade and industry promotion and development	11	40	44	48	53	59	255	GAA	DTI
32. Monitoring and Enforcement	Monitor/validate firms compliance on Fair Trade Laws; Issue warnings and file formal charges, Conduct market visits; prepare market profiles; Install bill boards; Process/approve of Sales Promo Permits	312	327	360	396	435	479	2,308	GAA	DTI
33. Standards	Conduct factory & product	-	98	108	119	130	143	598	GAA	DTI
34. Certified Establishment Program	Accredit Certified Establishments/Bagwis; Awarding of DTI Certified Establishments	24	25	28	30	33	37	177	GAA	DTI
35. Case Resolution	Prepare resolution of consumer	35	59	65	71	79	86	395	GAA	DTI
36. Establishment/ Strengthening of Consumer Welfare Desks	Establish/Maintain Consumer Welfare Desks; briefing/ orientations on CWDs; Prepare/ update CWD Directory; Maintain Consumer Welfare Centers	41	54	59	65	72	79	371	GAA	DTI

REGIONAL DEVELOPMENT INVESTMENT PROGRAM (RDIP) 2011-2016
Western Visayas

CHAPTER III - COMPETITIVE INDUSTRY AND SERVICES SECTOR

Project Title	Brief Description and Major Outputs	Annual Cost (In Thousand Pesos)							Fund Source	Implementing Agency
		2011	2012	2013	2014	2015	2016	Total		
37. Information Packages	Prepare Case Digests, directories	3	3	3	4	4	4	21	GAA	DTI
38. Information Technology Park	A government commercial building for establishments supportive of IT activities, like call centers and communication facilities	380,000						380,000	PPP	Iloilo Province
39. Provincial Government Training and Student Center	A 3-storey building with modern facilities and services for training and a student center.		120,000					120,000	PPP	Iloilo Province
40. Establishment of IT and Commercial Hub Center Project	Construction of IT and commercial building in Pagla-um Sports Center, Bacolod City			320,000				320,000	GAA	Neg.Occ. Province
	GRAND TOTAL	423,064	220,056	421,167	102,843	104,688	106,716	1,361,796		