



OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 15, s.2021

AN ORDER ESTABLISHING LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) UNIT AND DESIGNATING ENGR. VLADIMIR L. SANTILLAN AS LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICER (LEDIPO)

WHEREAS, DILG Memorandum Circular No. 2020-167 dated December 9, 2020 provides guidelines on promoting Local Economic Development and Investment Promotion Office/Unit in all provinces, cities and municipalities;

WHEREAS, in adherence to DILG Memorandum Circular No. 2010-113, the Local Chief Executive issued Executive Order No. 023-2017 on July 31, 2017 designating a permanent Local Economic Investment Promotion Officer;

WHEREAS, there is a need to establish LEDIP Unit in order to facilitate the preparation, coordination and execution of local economic development and investment promotion programs of the municipal government;

NOW THEREFORE, I, LEONARDO M. ROXAS., Municipal Mayor of Paniqui, Tarlac, by virtue of the power vested in me by law do hereby order the establishment of Local Economic and Investment Promotion Unit and designation of ENGR. VLADIMIR L. SANTILLAN as the Local Economic Development and Investment Promotion Officer.

Section 1. DESIGNATION. ENGR. VLADIMIR L. SANTILLAN shall be designated as Local Economic Development and Investment Promotion Officer and shall be the head of Local Economic Development and Investment Promotion Unit.

Section 2. NAME AND NATURE OF OFFICE. The Office shall be known as the “**LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICE (LEDIPO)**” headed by ENGR. VLADIMIR L. SANTILLAN as the LEDIP Officer. He shall be supported by two technical support staff, **JANELLE A. LAMBINO** and **ERICSON S. TABUGAN**.

Section 3. DUTIES AND FUNCTIONS. The Unit will take charge of all activities related to LGU 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. It shall be headed by the Local Economic Development and Investment Promotions Officer (LEDIPO). Specific functions of the office are as follows:

1. Serve as member of the advisory group that will guide the LGU for investment promotion;
2. Steer the creation of a business enabling environment to attract, retain or expand investments.
3. Advocate and promote policies and practices that will encourage local investment such as:
 - a. Preparation of LGU Economic Development aligned with the Provincial Development and Physical Framework Plan (PDPFP), Comprehensive Land Use Plan (CLUP), Comprehensive Development Plan (CDP) and Local Investments and Incentive Code as may be applicable.
 - b. Assist on the formulation of Local Investments and Incentive Code (LIIC).



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c. Marketing and Promotion Strategies of the LGU.

4. In close coordination with the Municipal Planning and Development Coordinator, identify revenue generating and enterprise development projects of the LGU which may be implemented by the private sector through Public-Private Partnership (PPP) arrangements;
5. Provide support and facilitation assistance for prospective and new investors;
6. 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 the LGU including its services to prospective investors to attract more investment to flow in the locality.
7. Conduct mission trips in relation to promotion and marketing activities of the LGU to attract investments;
8. Assist and support local councils whose undertakings are related to economic development
9. 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;
10. Establish and maintain partnership with 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 business-friendliness and competitiveness of the LGU.
11. Represent the Municipality in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues.
12. 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

Section 4. EFFECTIVITY. This Executive Order shall take effect immediately.

Done in the Town of Paniqui, Tarlac this 8th day of November 2021.

Approved By


HON. LEONARDO M. ROXAS
Municipal Mayor