



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
DILG NAPOLCOM CENTER, EDSA cor. QUEZON AVENUE, QUEZON CITY
<http://www.dilg.gov.ph>



April 22, 2016

MEMORANDUM CIRCULAR

No-2016- 54

TO : ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS

SUBJECT : FORUM ON GROWING LOCAL ECONOMIES THROUGH BUSINESS-FRIENDLY AND COMPETITIVE LOCAL GOVERNMENTS (28 APRIL 2016)

Over 100 leaders from private and public sectors in the Philippines are gathering for the event, **Forum on Growing Local Economies through Business-Friendly and Competitive Local Governments**, to be conducted on **Thursday, 28 April 2016** from 9 a.m. to 5 p.m., at **Manila Hotel**.

The country's best heads and pioneers will share experiences in Local Economic Development especially in the midst of ASEAN Economic Integration and Climate Change as well as tell first-hand stories of how Business-Friendliness and Competitiveness helped communities grow businesses and create local jobs.


Exemplary agencies, provinces, cities, municipalities, and organizations that displayed outstanding dedication for Local Economic Development and achieved noteworthy results will also be recognized during the event.


As such, LGUs are encouraged to join the Forum and confirming attendance on or before Friday, 22 April 2016, as slots are limited. LGUs shall shoulder and arrange for their own travel and accommodation to attend this event.

The Secretary of the Interior and Local Government and Ambassador Neil Reeder of the Embassy of Canada are invited as keynote speakers in this event. Attached is the provisional program, for reference.

The Forum is organized through a collaboration of the Local Government Academy and the Local Governance Support Program for Local Economic Development (LGSP-LED), the Department's collaborative program with the Government of Canada, which is drawing to a close after eight years of implementation. This Forum also serves as LGSP-LED's culminating event.

To confirm a slot, send an accomplished confirmation sheet (also attached) to LGSP-LED Program Coordinator Katrina Abella at kabella@lgsp-led.ph or (02) 294 3816.


MEL SENEN S. SARMIENTO

Secretary 





THURSDAY, 28 APRIL 2016
MANILA HOTEL, MANILA

**NATIONAL LED FORUM ON
GROWING LOCAL
ECONOMIES THROUGH
BUSINESS-FRIENDLY
AND COMPETITIVE
LOCAL GOVERNMENTS**

Over 100 senior private and public sector leaders and practitioners in the Philippines working in local economic development (LED) will come together to tackle the most pressing challenges when it

IS YOUR LOCAL
GOVERNMENT
BUSINESS-
FRIENDLY,
COMPETITIVE, AND
READY FOR ASEAN
ECONOMIC
INTEGRATION?

WHAT DOES IT TAKE
TO BUILD VIBRANT,
INCLUSIVE,
SUSTAINABLE, AND
RESILIENT LOCAL
ECONOMIES?

IS YOUR LOCAL
ECONOMY READY
FOR CLIMATE
CHANGE AND
DISASTER RISKS?

MORE INFORMATION

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Administrative Concerns: Tina Abella
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Center, EDSA Corner Quezon Avenue
Metro Manila, Philippines 1100



Canada



THE FORUM WILL TACKLE THE KEY CHALLENGES TO BUILDING VIBRANT, INCLUSIVE, AND RESILIENT LOCAL ECONOMIES.

Plenary sessions will focus on the building blocks of business-friendly and competitive local governments while allowing speakers and participants to learn about innovations particularly as local governments and business prepare for the adventure of ASEAN economic integration.

This event is a collaboration among the Government of Canada's Local Governance Support Program for Local Economic Development (LGSP-LED), the Local Government Academy and the Department of Interior and Local Government. This event is also the culminating event of the 8 year LGSP-LED project, providing an opportunity to recognize and appreciate the efforts of local government LED champions who are moving forward and scaling up inclusive, resilient LED efforts in the Philippines.

Why attend?

It's important. This is not just another conference or training session. It's a "Think Tank" where the best in the industry are in the room to discuss, share, collaborate and celebrate.

Great Value. Great speakers, networking, thinking outside the box, interaction with local and national government LED champions and big picture thinking. The Manila Hotel is a beautiful venue and the food is amazing!

Who should attend?

This event is **open** to LGU executives, LED partners, and individuals implementing business-friendliness and sector competitiveness initiatives and those in national and local governments, private sector, and academe responsible for helping LGUs pursue LED.



Canada



PROVISIONAL PROGRAM

TIME	ACTIVITY			
8:30	Registration			
9:00	Welcome Message <i>Undersecretary Austere Panadero, Department of the Interior and Local Government</i>			
9:10	Plenary 1: Supporting Business-Friendly and Competitive Local Governments for ASEAN Economic Integration Moderator: Lisa Cavicchia, Program Director, LGSP-LED, Canadian Urban Institute			
	Improving Philippine Competitiveness <i>Guillermo Luz, Co-Chairman, National Competitiveness Council</i>	Facilitating Ease of Doing Business and Support to SMEs <i>Undersecretary Zenaida Maglaya, Department of Trade and Industry</i>	Achievements and Opportunities in Building Business-Friendly, Integrated, Resilient, and Inclusive LGUs <i>Director Anna Liza Bonagua, Bureau of Local Government Development</i>	Capacity building for LED Champions <i>Director Marivel Sacendoncillo, Local Government Academy</i>
10:10	Plenary 2: Promoting Competitive Local Tourism Economies Moderator: Francis Gentoral, Field Director, LGSP-LED LED			
	Improving Tourism Competitiveness <i>Undersecretary Maria Victoria Jasmin, Department of Tourism</i>	Tourism Circuit Development: Approach Economic Growth in LGSP-LED sites <i>Dr. Randi Alampay, Program Manager for LED, LGSP-LED</i>	Destination Marketing and Branding: Experiences in Mindanao and Visayas <i>Ms. Amor Maclang, Geiser-Maclang & Criselle Capistrano, Foundation for Communication Initiatives</i>	Destination Marketing and Branding: Experiences in Mindanao and Visayas <i>Ms. Amor Maclang, Geiser-Maclang & Criselle Capistrano, Foundation for Communication Initiatives</i>
11:10	Plenary 3: Championing Inclusive, Vibrant, Sustainable, and Resilient Local Economies Moderator: Anna Liza Bonagua, Director Bureau of Local Government Development, DILG			
	Working with the Private Sector for Inclusive Economic Growth in Metro Naga <i>Mayor John Bongat, City of Naga</i>	Creating a Vibrant Climate for Business Growth in Iloilo City <i>Mayor Jed Patrick Mabilog, City of Iloilo</i>	Attracting Public Investments in Developing Sustainable Tourism in Talikud Island, Davao Del Norte <i>Governor Rodolfo Del Rosario, Province of Davao Del Norte</i>	Mitigating Climate Change in Local Economic Development <i>Governor Joey Salceda, Province of Albay</i>
12:10	Networking Lunch			
1:10	LED Champion Awards: Recognizing Achievements of LGSP-LED Partners			
2:10	Keynote Address Supporting Inclusive and Resilient Local Economies in the Philippines <i>Ambassador Neil Reeder, Embassy of Canada, Manila</i>			
	Growing Local Economies as New Local Government Priority <i>Secretary Mel Sarmiento, Department of Interior and Local Government</i>			



Canada



**Growing Local Economies through Business-Friendly and Competitive
Local Governments**

28 April 2016, Thursday, 9 a.m. to 5 p.m., Manila Hotel, Manila.

REPLY FORM

Accomplished form should be sent to Ms. Tina Abella at kabella@lgsp-led.ph

Name: _____

Position: _____

Company: _____

Address: _____

Tel: _____

Fax: _____

Email: _____



Department of the Interior
and Local Government

Canada



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