

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.

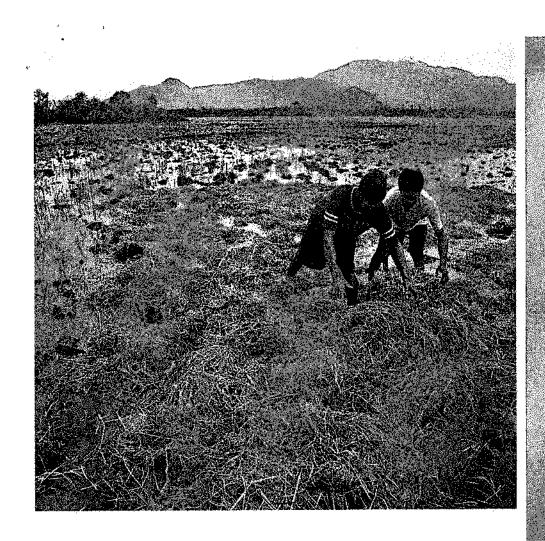
The Forum is organized through a collaboration of the Local Government Academy and the Local Governance Support Program for Local Economic Development (LGSP-LED), the Department's collaborative program with the Government of Canada, which is drawing to a close after eight years of implementation. This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

Secretary 1





THURSDAY, 28 APRIL 2016 MANILA HOTEL, MANILA

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
COVERNMENT
BUSINESS
FRIENDLY
COMPETITIVE, AND
READY FOR ASEAN
ECONOMIC
INTEGRATIONS

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

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

MORE INFORMATION

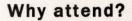
Forum Concerns: Grekka Sarmento grekkasaimiento@igsp-led.ph Administrative Concerns: Tina Apella &abella@igsp-led.ph

C+632) 294 3810 / (+632) 294 3816 25 Floor BLGD, DILG NAPOLCOM Center, EDSA Corner Ouezon Avenue Metro Manila, Philippines 1100°

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

Plenary sessions will focus on the building blocks of businessfriendly 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.



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.







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PROVISIONAL PROGRAM

TIME			ACTIVITY					
8:30	Registration							
9:00	Welcome Message							
	Undersecretary Austere Panadero, Department of the Interior and Local Government							
9:10	Plenary 1:	y 1: Supporting Business-Friendly and Competitive Local Governments						
77.2	for ASEAN Economic Integration							
	Moderator: Lisa Cavicchia, Program Director, LGSP-LED, Canadian Urban Institute							
		Facilitating Ease of	Achievements and	Capacity building for				
• • • • • • • • • • • • • • • • • • • •		Doing Business and	Opportunities in Building	LED Champions				
:		Support to SMEs	Business-Friendly,	Director Marivel				
	Guillermo Luz,	Undersecretary	Integrated, Resilient, and	Sacendoncillo, Local				
	Co-Chairman,	Zenaida Maglaya,	Inclusive LGUs	Government Academy				
		Department of Trade	Director Anna Liza Bonagua	a,				
	· · · · · · · · · · · · · · · · · · ·	and Industry	Bureau of Local Governmen	nt				
	Council	•	Development	;				
10:10 Plenary 2: Promoting Competitive Local Tourism Economies								
	M	Moderator: Francis Gentoral, Field Director, LGSP-LED LED						
	Improving	Tourism Circuit	Destination Marketing	Destination Marketing				
	Tourism	Development:	and Branding:	and Branding:				
	Competitiveness	Approach	Experiences in	Experiences in Mindanao				
		Economic Growth	Mindanao and Visayas	and Visayas				
	Maria Victoria	in LGSP-LED sites	Ms. Amor Maclang,	Ms. Amor Maclang, Geiser-				
	Jasmin,	Dr. Randi Alampay,	Geiser-Maclang &	Maclang &				
	Department of	Program Manager for	Criselle Capistrano,	Criselle Capistrano,				
	Tourism	LED, LGSP-LED	Foundation for	Foundation for				
			Communication Initiatives	Communication Initiatives				
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	Creating a Vibrant		Mitigating Climate				
	Private Sector for	Climate for	Investments in	Change in Local				
	Inclusive	Business Growth	Developing Sustainable	Economic Development				
	Economic Growth	in Iloilo City	Tourism in Talikud	Governor Joey Salceda,				
	in Metro Naga	Mayor Jed Patrick	Island, Davao Del Norte	Province of Albay				
	Mayor John Bongat,		Governor Rodolfo Del					
	City of Naga	lloilo	Rosario, Province of					
ration alla t Mala la estida	i ja Viita ja ja ja kanta kanta ja kanta kanta miljam		Davao Del Norte	표 유명화원이 경로 1970년 1일 전 1일 기본 2011년				
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							
	Ambassador Neil Reeder, Embassy of Canada, Manila							
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:	Growing Local Economies as New Local Government Priority							
	Secretary Mel Sarmiento, Department of Interior and Local Government							











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:				





