



REPUBLIC OF THE PHILIPPINES
CITY GOVERNMENT OF MUNTINLUPA
CITY OF MUNTINLUPA
Office of the City Mayor

EXECUTIVE ORDER No. 47
Series of 2023

**PROVIDING FOR THE DESIGNATION OF ENGR. ALLAN A. CACHUELA AS THE
LOCAL ECONOMIC AND INVESTMENT PROMOTION OFFICER OF
THE CITY OF MUNTINLUPA, AND FUNCTIONS THEREOF**

WHEREAS, local governments are mandated by Sections 14 to 16 of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, to provide an enabling environment that will promote and enhance economic prosperity in their respective jurisdictions;

WHEREAS, Memorandum Circular No. 2010-113, issued by the Department of the Interior and Local Government (DILG), signed by Jesse M. Robredo, Secretary, and dated 13 October 2013, encourages all Provincial Governors and City Mayors to designate a Local Economic and Investment Promotion Officer (LEIPO) who shall be the focal person for their respective local economic development;

WHEREAS, in adherence to the aforementioned Memorandum Circular, the City Mayor issued Executive Order No. 21, Series of 2014, dated 09 June 2014, designating a Local Economic and Investment Promotion Officer (LEIPO) of Muntinlupa City;

WHEREAS, recently enhanced guidelines under Memorandum Circular No. 2020-167, issued by the DILG, and dated 09 December 2020, encourage all municipalities to also designate its Local Economic Development and Investment Promotions Officer (LEDIPO) as well as to establish/create a Local Economic Development and Investment Promotions Office/Unit (LEDIP Office/Unit); and

WHEREAS, City Ordinance No. 2020-048, enacted on 21 January 2020, as amended by Ordinance No. 2020-106, enacted on 06 July 2020, created the Local Economic and Investment Promotion Office as a division under the Office of the City Mayor;

NOW, THEREFORE, I, Rozzano Rufino B. Biazon, City Mayor of Muntinlupa, by virtue of the powers vested in me by law, do hereby order and decree that:





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Section 1. Designation.

Engr. Allan A. Cachuela, City Department Head II, currently serving as the City Administrator of the City of Muntinlupa, is hereby designated as the Local Economic and Investment Promotion Officer of the City of Muntinlupa.

The resignation, removal, retirement, transfer, termination, severe incapacity, grave illness, death, or any other similarly-situated circumstance of the designee shall entitle the successor to assume the entrusted role without the necessity of issuance of another instrument or directive.

However, in the event a new individual is considered for the position, the successor shall be replaced accordingly and a new order to such effect shall be issued.

Section 2. Functions.

The Local Economic and Investment Promotion Officer shall handle and shall be on top of the City of Muntinlupa's investment facilitation and promotion activities, shall provide mechanisms for business retention and expansion, shall encourage the flow of investments, shall conduct initiatives that will stimulate the growth of Micro, Small, and Medium Enterprises (MSMEs) and of other measures that will maximize economic potential and create a conducive investment hub.

Particularly, the LEIPO shall perform specific roles and functions as follows, namely:

- (a) Serve as member of the advisory group that will guide the City of Muntinlupa for investment promotion;
- (b) Steer the creation of a business-enabling environment to attract, retain, and/or expand investments;
- (c) Advocate and promote policies and practices that will encourage local investments, such as:
 - (i) Preparation of the City's 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 (LIIC), as may be applicable;
 - (ii) Assist in the formulation of the Local Investments and Incentive Code (LIIC);
 - (iii) Assist in the marketing and promotion strategies of the City of Muntinlupa;





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- (d) In close coordination with the Local Planning and Development Coordinator, identify revenue generating and enterprise development projects of the City of Muntinlupa, which may be implemented by the private sector through Public-Private Partnership (PPP) arrangements;
- (e) Provide support and facilitation assistance for prospective and new investors;
- (f) 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 City of Muntinlupa, including its services to prospective investors to attract more investment flows to the City;
- (g) Conduct mission trips in relation to promotion and marketing activities of the City of Muntinlupa to attract investments;
- (h) Assist and support private sector initiatives related to economic development;
- (i) Assist in the promotion and development of Micro, Small, and Medium Enterprises (MSMEs) in the City, as well as all other potential investors, particularly in:
 - (i) Securing licenses and permits;
 - (ii) Identifying business or joint venture partners, raw materials suppliers and possible business sites;
 - (iii) Sourcing skilled manpower and service providers; and
 - (iv) Facilitating the resolution of issues and concerns encountered by business entities;
- (j) Establish and maintain partnerships with national government regulatory agencies, private sector, non-government organizations/civil society organizations, academe, and other stakeholders in the implementation of programs, projects, and activities that will promote the business-friendliness and competitiveness of the City;
- (k) Represent the City of Muntinlupa in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues; and
- (l) Prepare and disseminate investments promotion collaterals, e.g., brochures, and a website of the City of Muntinlupa for the purpose of information dissemination, including issuing reminders to Registered Enterprises, and providing information to relevant to investors, among other information generally relevant to doing business;
- (m) Perform such other functions as may be necessary to achieve the foregoing, or as may be directed by competent authority.

Section 3. Repealing Clause.

In the event any previously issued order runs counter to any provision found herein, the same shall be deemed repealed, revoked, or amended accordingly.





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Section 4. Separability Clause.

In the event any provision found herein is judicially decided illegal or administratively declared infirm, untouched provisions shall remain to have full force and effect.

Section 5. Effectivity Clause.

This Executive Order shall immediately take effect upon its signing, and it shall remain in full force and effect until repealed, revoked, or amended accordingly.

DONE ANE EXECUTED on this 14th day of July 2023 in the City of Muntinlupa.


ROZZANO RUFINO B. BIAZON
City Mayor 