



Republic of the Philippines
Department of the Interior and Local Government
A. Francisco Gold Condominium II, EDSA cor. Mapagmahal St., Pinyahan, Quezon City

October 13, 2010

MEMORANDUM CIRCULAR

No. 2010 - 113

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, DILG REGIONAL, PROVINCIAL AND CITY DIRECTORS, CITY AND MUNICIPAL LOCAL GOVERNMENT OPERATIONS OFFICERS AND ALL OTHERS CONCERNED

SUBJECT : DESIGNATION OF LOCAL ECONOMIC AND INVESTMENT OFFICER

In his State of the Nation Address last July 26, 2010, His Excellency President Benigno S. Aquino III declared that creating jobs is foremost in his agenda. He also called on local government units to review its own procedures and to look for more ways to streamline processes to make business start-ups easier.

The local governments should play an active role in attracting more investments by providing an enabling environment that will generate and enhance economic activities in the area.

In view thereof, all Provincial Governors and City Mayors are encouraged to designate a Local Economic and Investment Promotion Officer who will be responsible to perform functions, but not limited to the following:

1. Facilitate the preparation, coordination, and execution of local economic and investment promotion policies, projects, and activities of the provincial/city government.
2. Facilitate the establishment of an aggressive, systematic, coordinated, sustained promotion and marketing of the LGUs as investment location.
3. Provide basic information about business potentials of the LGU including LGU services to prospective investors to attract more investments to flow in the community.
4. Establish a local economic data base containing relevant facts and figures.


5. Coordinate with other offices in the promotion of economic activities such as the Planning and Development, Treasury and Budget Offices and the local sanggunian
6. Coordinate with the private sector in investment promotion campaigns.
7. Conduct information dissemination on local government policies on investment, investment wage laws, required permits, etc.

Likewise, all DILG Regional Directors are directed to designate a DILG Regional Economic and Investment Promotion Officer who shall be responsible for the following:

1. Coordinate /facilitate LGU partnership with other national agencies, private sector, NGOs, and other stakeholders towards joint undertaking for local economic and investment promotion activities.
2. Coordinate with concerned national agencies in the region to:
 - Facilitate the conduct of necessary technical assistance and capacity building interventions to enable LGUs particularly the economic investment promotion officers to encourage investments and economic activities in their localities.
 - Provide data/information on investment, as well as services available to LGUs, product development and packaging, marketing, and business development and promotion.

All DILG Regional Directors are hereby directed to cause the immediate and widest dissemination of this Memorandum Circular within their respective jurisdictions and to provide the necessary technical assistance to ensure compliance of this Memorandum Circular.

For information, guidance and compliance of all concerned.


JESSE M. ROBREDO
Secretary

