



MUNICIPALITY OF ASINGAN

OFFICE OF THE MUNICIPAL MAYOR



AWARDEE: 2016 2017 2019

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EXECUTIVE ORDER NO. 0017, S-2022

ESTABLISHING THE LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) UNIT AND DESIGNATING THE LEDIP OFFICER OF THE MUNICIPALITY OF ASINGAN, PANGASINAN

WHEREAS, Sections 14-16 of the Local Government Code prescribes the local government units to enhance economic prosperity and promote full employment within their respective territorial jurisdiction; which Section 18 provides power and authority to establish an organization that shall be responsible for the efficient and effective implementation of their development plans, program objectives and priorities; to create their own sources of revenue and to levy taxes, fees, charges which shall accrue exclusively for their use and disposition and which shall be retained by them;

WHEREAS, the Philippine Development Plan 2017-2022 Chapter 15 [Ensuring Sound Macroeconomic Policy] envisions a sound, stable, and supportive macroeconomic environment to expand economic opportunities and foster sustained growth in order to boost the economy and provide a stable environment that is conducive to investments;

WHEREAS, DILG Memorandum Circular No. 2010-113 enjoins LGUs to designate Local Economic and Investment Promotions Officer as economic partner in attracting investments that will generate and enhance economic activities in the area; the roles of LEIPO were expanded to increase competitiveness and ease of doing business, in full support of integration of global economy in the ASEAN Economic Community (AEC);

WHEREAS, the presence of LEIPOs has become one of the indicators in the Seal of Good Local Governance (SGLG) under Business-Friendliness and Competitiveness Essential Area; hence, the issuance of DILG Memorandum Circular No. 2020-167 that sets guidelines on promoting Local Economic Development and Investment Promotion and Establishment of LEDIP Office/Unit in all Provinces, Cities, and Municipalities to encourage more investments and competitiveness in the locality to sustain economic development;

NOW, THEREFORE, I, Engr. CARLOS F. LOPEZ, JR., Municipal Mayor of Asingan, Pangasinan, premises considered, by virtue of the powers vested in me by law, do hereby establish the Local Economic Development and Investment Promotion Unit and designate **Mrs. RIZALINA C. AYING** – Senior Labor and Employment Officer/PESO Manager, as the Local Economic Development and Investment Promotion Officer (LEDIPO) of the Municipality of Asingan.

SECTION 1. FUNCTIONS OF THE LEDIP UNIT

The LEDIP 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.

SECTION 2. ROLES OF THE LEDIP OFFICER. The LEDIP Officer shall head the LEDIP Unit to perform the following specific functions:

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 investments such as:
 - a. Preparation of LGU Economic Development aligned with the Provincial Development and Physical Framework Plan (PDPFP), Comprehensive Land Use Plan (CLUP),



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Comprehensive Development Plan (CDP), and Local Investment and Incentive Code as may be applicable;

- b. Assist in the formulation of Local Investment and Incentive Code (LIIC);
- c. Marketing and promotion strategies of the LGU.
3. In close coordination with the Local 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;
4. Provide support and facilitation assistance for prospective and new investors;
5. 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;
6. Conduct mission trips in relation to promotion and marketing activities of the LGU to attract investments;
7. Assist and support local councils whose undertakings are related to economic development;
8. 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, and possible business sites, (3) sourcing skilled manpower and service providers, and (4) facilitating the resolution of issues and concerns encountered by business entities;
9. Establish and maintain partnership with Regional Office of National Economic Development Authority (NEDA), Public-Private Partnerships (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;
10. Represent the Municipality in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues; and
11. 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 3. FUNDING

To give financial support on the functions of LEDIPO Unit and LEDIP Focal Person, the local government is encouraged to allocate fund subject to accounting and auditing rules and regulations as provided in Commission on Audit Circular No. 92-382.

SECTION 4. EFFECTIVITY CLAUSE.

This Executive Order shall take effect immediately and shall remain in effect unless sooner revoked or amended.

DONE this 1st day of March 2022 in the Municipality of Asingan, Pangasinan, Philippines.

Engr. CARLOS F. LOPEZ, JR.
Municipal Mayor