



MUNICIPALITY OF ASINGAN

OFFICE OF THE MUNICIPAL MAYOR



Seal of
Good
Local
Governance

AWARDEE: 2016 2017 2019 2022

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EXECUTIVE ORDER NO. 050, S. 2024

DESIGNATING THE NEW LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS (LEDIP) OFFICER OF THE MUNICIPALITY OF ASINGAN, PANGASINAN

WHEREAS, Section 14-16 of the Local Government Code of 1991 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, 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 LEIPO 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;

WHEREAS, there is a need to realign and optimize assignments to ensure the effective functioning of the Local Economic Development and Investment Promotions Office and to achieve its mandate of fostering economic growth and investment opportunities in the Municipality of Asingan;

WHEREAS, it is deemed necessary to amend the Executive Order No. 0017, series of 2022 which prompts to designate a new LEDIP Officer who possesses the appropriate skills and qualifications to effectively manage and promote economic and investment activities for the benefit of the locality and its constituents;

NOW, THEREFORE, I, Engr. CARLOS F. LOPEZ JR., Mayor of the Municipality of Asingan, Pangasinan, premises considered, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. REVOCATION OF THE FIRST LEDIP OFFICER. The appointment of the current Local Economic Development and Investment Promotions (LEDIP) Officer, in the person of MRS. RIZALINA C. AYING, SLEO/PESO Manager, is hereby revoked, effective immediately;

SECTION 2. DESIGNATION OF NEW LEDIP OFFICER. MR. LARRY B. CARDINEZ, License Inspector I, is hereby appointed as the new Local Economic Development and Investment Promotions (LEDIP) Officer, effective immediately. He shall assume all duties and responsibilities of the position and shall perform such functions in accordance with existing laws, rules and regulations;

SECTION 3. BASIC FUNCTION OF THE LEDIP UNIT. The Office/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 4. ROLES OF LEDIP OFFICER. The LEDIP Officer shall head the LEDIP Unit to perform the following specific functions:

- 3.1. Serve as member of the advisory group that will guide the LGU for investment promotion;
- 3.2. Steer the creation of a business enabling environment to attract, retain or expand investments.
- 3.3. Advocate and promote policies and practices that will encourage local investments such as:
 - 3.3.1. Preparation of LGU 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 as may be applicable.
 - 3.3.2. Assist on the formulation of Local Investments and Incentive Code (LIIC).
 - 3.3.3. Marketing and Promotion Strategies of the LGU.



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3.4. 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;

3.5. Provide support and facilitation assistance for prospective and new investors;

3.6. 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.

3.7. Conduct mission trips in relation to promotion and marketing activities of the LGU to attract investments;

3.8. Assist and support local councils whose undertakings are related to economic development;

3.9. 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 suppliers and possible business sites, (3) sourcing skilled manpower and service providers, and (4) facilitating the resolution of issues and concerns encountered by business entities;

3.10. Establish and maintain partnership with Regional Office of National Economic Development Authority (NEDA), Public-Private Partnership (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.

3.11. Represent the Municipality in trade and investment meetings, conferences, and other similar activities in both domestic and foreign venues.

3.12. 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 5. TURNOVER OF RESPONSIBILITIES. The outgoing LEDIP Officer is directed to ensure the proper and orderly turnover of all records, documents and other relevant materials pertaining to the Local Economic Development and Investment Promotions Office (LEDIPO) to the new designate upon the effectivity of this Order.

SECTION 6. FUNDING. To give financial support on the functions of LEDIPO Unit and LEDIP Focal Person, the municipal government is encouraged to allocate funds subject to accounting and auditing rules and regulations as provided in Commission on Audit Circular No. 92-382.

SECTION 7. EFFECTIVITY CLAUSE. This Order shall take effect immediately and shall remain in effect unless sooner revoked or amended.

DONE this 3rd day of December, 2024 in the Municipality of Asingan, Pangasinan.

ENGR. CARLOS F. LOPEZ, JR.
Municipal Mayor