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Strengthening Urban Resilience for Growth with Equity (SURGE) Project

Puerto Princesa City's private sector gear up for investment forum



Puerto Princesa City Mayor Lucilo Byron (upper center) discussed the concept of the 2018 Puerto Princesa City Investment Forum with representatives of various business chambers and government agencies.

Puerto Princesa City Mayor Lucilo Bayron and the Local Economic Investment Promotions Office, with the support of USAID's Strengthening Urban Resilience for Growth with Equity (SURGE) Project, held a business sector meeting on June 19 to discuss the concept of the 2018 Puerto Princesa City Investment Forum. Representatives of the Palawan Chamber of Commerce and Industry, Puerto Princesa City Chamber of Commerce and Industry, Palawan Banker's Association, Board of Investments, and government agencies led by the Department of Trade and Industry joined the meeting. The private sector committed to work with the city government in organizing the investment forum. The three chambers agreed to lead the organizing committee of the forum. Mayor Bayron emphasized the significance of working together to bring in investments to the city. He added that the city needs an international-level convention center that can cater 15,000 to 25,000 seats and an accommodation that can carry 1,000 to 10,000 individuals daily in support to the city's MICE (Meeting, Incentives, Conference, and Exhibition) strategy. A follow-up meeting will be held for the finalization of the forum tagline, and development of projects in the priority investment areas of tourism, agribusiness, infrastructure, education and health.