For more information, contact:

OFFICE OF THE CITY MAYOR
4th Floor, New City Hall Complex
Sta. Monica, Puerto Princesa City
Palawan, Philippines
Tel No. (+63 48) 717 8001
www.puertoprincesa.ph

OFFICE OF THE CITY PLANNING AND DEVELOPMENT COORDINATOR
2nd Floor, New City Hall Complex
Sta. Monica, Puerto Princesa City
Palawan, Philippines
Tel No. (+63 48) 717 8037
www.puertoprincesa.ph

DEPARTMENT OF TRADE AND INDUSTRY - PALAWAN
4th Floor ERC Plaza
San Pedro, Puerto Princesa City
Palawan, Philippines
Tel No. (+63 48) 434 1092

PCCI PUERTO PRINCESA CHAMBER OF COMMERCE AND INDUSTRY, INC.
Marianne Hotel, Abueg Sr Street
Bancro-Bancro, Puerto Princesa City
Palawan, Philippines
Tel No. (+63 48) 433 0497

With support from:

USAID FROM THE AMERICAN PEOPLE
Welcome to Puerto Princesa City!

Puerto Princesa City, the capital and gateway to the Province of Palawan, offers diverse business opportunities to you, the competitive investor.

Beyond its fame as home to the UNESCO World Heritage Site Puerto Princesa Subterranean River National Park, the city is poised to become the region's economic growth hub. The city boasts of its environment-friendly and resilient local economic development as it maintains the stature of being one of the cleanest and greenest cities and first carbon-neutral city in the Philippines.

The city's rich natural resources, young skilled workforce, and business enabling environment will surely make doing business favorable. We invite you to invest in tourism facilities development, agri-fishery processing, marine aquaculture, vegetable production and processing, light industry development, and business process management.

Moreover, our supportive local government offers fiscal and non-fiscal investment incentives, one-stop shop, and economic investments promotions office will provide you with the necessary information and registration assistance.

This investment profile provides a snapshot of what we have to offer, and hopefully interest you to take on the competitive advantage of our dynamic city. Let us sit down and talk how we can, together, pursue development in Puerto Princesa City.

Come invest and grow with us.

LUCILO R. BAYRON
City Mayor
Heart of the Best Island in the World

- Main gateway to the island of Palawan
- Center of trade and commerce, communications, education and public administration of Palawan
- Easily accessible from metropolitan cities like Manila and Cebu
- Good access to South Asian Sea Lanes
- Within the growth corridor of the BIMP East ASEAN Growth Area
- Earthquake-free and outside typhoon belt
Richly endowed with diverse natural resources

A World Heritage Site: Puerto Princesa Subterranean River National Park

Diverse flora and fauna

Vast tracts of land for development

Rich fishing grounds

416-kilometer shoreline suited for various livelihood and sports activities

A wide range of natural tourist attractions such as:
- Unspoiled islands and pristine beaches
- World-class diving sites
- Beautiful and inviting mountains
- Picturesque waterfalls
- Lush tropical forests
- Natural hot springs

Fast Facts

Total Land Area
219,339.40 Hectares

Number of Barangays
66 (Rural: 31 Urban: 35)

Demography
Actual Population (2015 Census)
255,116

Projected Population (2016)
261,800

Population Growth Rate
2.62% (2010-2015)

Number of Households
50,669 (2010)

Language/Dialect Spoken
Tagalog, English / Cuyonon, Bisaya / Binisaya

Literacy Rate
98.34%
Supportive Governance

Business support initiatives include:

- Investment Promotion and Assistance Center
- Local Investment Incentive Code
- Business One Stop Shop
- Computerized/Enhanced Tax Revenue Assessment
- Financial Management information System

- E-Procurement System
- Land Information System
- Geographic Information System
- Negosyo Center
Economy and Employment

Potential Labor Force 73,202
Actual Labor Force 68,137
Major Economic Activities
Tourism, Agriculture, Fisheries and Commerce
Tourism Products and Services, Agricultural Products (eg., cashew, mango, coconuts and their by-products), Marine Products (eg., fresh, dried and marinated fish, octopus, cuttlefish, fingerlings and seaweeds)

Land Use
- Forest Land 160,551.9 Hectares
- Brushland/Grassland 30,989.57 Hectares
- Cultivated 17,186.88 Hectares
- Mangrove 5,653.73 Hectares
- Built-Up 3,935.36 Hectares
- Coconut Land 831.57 Hectares
- Fish Pond 428.90 Hectares

Business Infrastructure
Business Opportunities and Potentials

- Tourism and Agriculture
- Mariculture
- Manufacturing like woodworks, handicraft making, metal craft, etc.
- Agro-industries such as food processing
- 1,072-hectare Environmental Estate for environmentally sensitive forms of tourism and industries
- 59-hectare Tagbarungis beach ideal for development into a resort complex
- Lowland Industrial Tree Plantation
- Renewable Energy Generation
- Business Processing Management
- Fully-operational upgraded International Airport in 2017

Number of Business Establishments (2015)
- 8,597

Financial Services
- Banks: 38
- Lending Investors / Financing Firms: 66
- Pawnshops: 42
- Insurance Firms: 38
- Money Changers: 42

Major Institute of Higher Learning
- University: 3
- College: 3
- Trade School / Vocational / Learning Center: 7

Communications Facilities
- PLDT, Smart and Globe fiber optic backbone system
- Business Processing Management-ready for voice and non-voice technology
# Preferred Investment Areas

## Tourism Facilities

### Primary Enterprise
- Hotel
- Resort
- Tourist Inn
- Pension house
- Apartment Hotel (Apartelle)
- Tourist Transport Operator

### Secondary Enterprise
- Spa
- Sports and Recreational Facilities

## Agriculture / Fishery / Forestry

### Mariculture Development
- Hatchery Complex for various marine species
- Seaweed processing
- Mariculture park

### Commercial Hatchery Operations
- Dairy Farm
- Integrated Beef Cattle Production
- Commercial Meat Processing (Commercial Operations)

### Integrated Agro/Marine Processing Center
- Integrated Feed Mill (Livestock, Poultry and Fisheries)
- Operations of a Cold Chain Process for agriculture products (Crops, Meat, Fish, etc.)

### Coconut By-Products Production
- Coconut coir

### Livestock and Poultry
- Commercial Plantation (Fruits, Fruit Trees and Vegetables)

## Renewable Energy / Sustainable Energy

- Waste to Energy
- Solar Power
- Hydro Power
- Tidal Power

- Wind Power
- Biomass / Biogas
- Natural Gas

## Information and Communications Technology Facilities

- Business Processing Outsourcing
- Call Centers
Investment Incentives

The City Government of Puerto Princesa offers fiscal or non-fiscal incentives to investors in preferred investments areas under the Puerto Princesa City Investment Code of 2010.

**FISCAL INCENTIVES**

Business Taxes Incentive and Real Property Tax based on the following graduated scheme:

<table>
<thead>
<tr>
<th>Number of Years</th>
<th>Small &amp; Medium Enterprises</th>
<th>Large Enterprises</th>
<th>Joint Venture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>2nd year</td>
<td>75%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>3rd year</td>
<td>50%</td>
<td>75%</td>
<td>100%</td>
</tr>
<tr>
<td>4th year</td>
<td>25%</td>
<td>50%</td>
<td>75%</td>
</tr>
</tbody>
</table>
# Accessibility of Goods to the Market

<table>
<thead>
<tr>
<th>Ports / Airports</th>
<th>Fish Port Complex</th>
<th>Farm to Market Roads</th>
<th>Food Terminals</th>
<th>Transport Terminals</th>
</tr>
</thead>
</table>

## Puerto Princesa International Airport
- **Total Land Area**: 121.39 hectares
- **Runway**: 2.6 km long, 45 meters wide
- **Commercial Airlines**: Philippine Airlines, Cebu Pacific, Air Asia
- **Chartered Flight**: Air Juan
- **Frequency of Flights**: Daily to and from Manila, Cebu and Iloilo

## Puerto Princesa Port
- **Approach**: 174.72 meters
- **Port Zone Delineation**: 479,615 square meters
- **Main Berth**: 296 meters
- **Secondary Berth**: 128.50 meters
- **Controlling Water Depth**: RORO Ramp
- **-9 meters**:
- **Major Shipping Companies**: 2Go, Meridian Cargo Forwarders, Moreta Shipping Lines, Oceanic Container Lines, Milagrosa J Shipping, Montenegro Shipping Lines
- **Frequency**: Twice every week to and from Manila, Coron, and Iloilo

## Fish Port Complex
- **Land Area**: 3,937.7 square meters
- **Capacity**: 20-30 fishing boats simultaneously
- **Facilities**: Market Hall, Food Stalls, Ice Stalls, Ice Plant, Commercial spaces suitable for warehouse/storage area and parking spaces

## Puerto Princesa Land Transport Terminal
- **Land Area**: 8,000 square meters
- **Capacity**: 100 meters long with ample berths for 14 buses; Jeepney Terminal utilizes two terminal sheds with its own driveway, waiting and unloading areas for more than 20 jeepneys
Ancillary Services

Trucking  14
Warehouse  7
Cold Storage  7
Food Processing Facilities  3
Market  2

Slaughter House
- Land Area  1 hectare
- Class  Rated "AA" by the National Meat Inspection Commission
- Capacity  Can process at least 150 hogs and 55 cows in two hours time

Livability

- Safe and healthy environment
- Availability of amenities, utilities, community and personal services
- Standards of educational institutions are high

Sanitary Landfill Facility
- Land Area  26.9 hectares
- Facilities  11.70 hectares of landfill cells; leachate collection and treatment; 1-km site access road; waste recovery shed; equipment yard and wash bay; weighbridge; special waste treatment

Puerto Princesa City Coliseum
Seating Capacity
- 6,500 seats for sporting event and maximum of 10,000 seats for conventions and conferences.

Road Network  861.31 kilometers
Transportation Modes

Daily flights of average seventeen (17) commercial airlines from Manila and Cebu at approximately one hour

Weekly voyage of passenger and cargo ships from Manila and Iloilo

Car rentals may be arranged with independent rent-a-car service providers

Tricycles, multicabs and taxi are the most convenient way around the city

External routes are served by jeepneys, air-conditioned shuttle vans and buses plying between the city and other municipalities
Power Supply

Source
Palawan Power Generation Inc. (PPGI), DMCI and Delta Pi

Distributor
Palawan Electric Cooperative (PALECO)

Service Areas
94% Urban and 87.38% Rural (As of December 2014)

Capacity
58.2 MW (As of December 2014)

Peak Load
29.3 MW (As of December 2014)

Rate (Industrial/Commercial)
Php 9.31 / Php 9.33 (As of January 2015)

Water

Service Provider
Puerto Princesa Water District

Service Areas
Urban barangays, Sabang in Cabayugan, Inagawan, Lucbuan, Bahile, Napsan, Binduyan, Luzviminda

Rate (Industrial/Commercial)
Php 896.00 / Php 580.00 (Minimum Charge)

Connectivity

Fixed Line Telephone
- Local area dialing code: 048
- PLDT connections available in city central barangays
- Fixed rate for calls within the city, PLDT offers flat rates for NDD calls
- International calls via telephone are easy and efficient

Mobile Phones
- 62 Barangays have network coverage "(Globe, Smart & Sun Cellular) and over 76% of households (2012) are mobile phone users

Internet / Email
- Business Processing Management (BPM) - ready for voice and non-voice technology
- Widespread use of the Internet
- Most institutions, major hotels, restaurants and shops have wireless connectivity
- Availability of internet café in the city central barangays
Puerto Princesa Map

Zoning Classifications

- Agro Industrial Zone
- Controlled Use Zone
- Protected Zone
- General Agricultural Zone
- General Commercial Zone
- General Industrial Zone
- General Institutional Zone
- General Residential Zone
- Light Industrial Zone
- Parks and Recreation Zone
Doing Business in Puerto Princesa (as of 2017)

New Business Permit Process

1. Submit Unified Form & required documents at Business Permits & Licensing Office (BPLO)
   - Form: Unified Form
   - Required Documents:
     1. Department of Trade & Industry (DTI) / Securities and Exchange Commission (SEC) registration / Cooperative Development Agency (CDA)
     2. Occupancy permit
     3. Contract of Lease (if Leasee)
   - Output: Business Taxes & Fees Assessment

2. Pay Taxes and Fees at City Treasurer's Office
   - Output: Official Receipt
   - Signatories: City Treasurer

3. Claim Business Permit at BPLO
   - Output: Business Permit
   - Signatories: City Mayor

Business Permit Renewal Process

1. Submit Unified Form & required documents at BPLO
   - Required Documents:
     - Barangay Clearance
     - Basis for computing taxes, fees and charges (e.g. Income Tax Return)
   - Output: Business Taxes & Fees Assessment

2. Pay Taxes and Fees at City Treasurer's Office
   - Output: Official Receipt
   - Signatories: City Treasurer

3. Claim Business Permit at BPLO
   - Output: Business Permit
   - Signatories: City Mayor

To avail of the investment incentives, qualified enterprises should file their application to the City Investment Promotion and Assistance Unit within 30 days from the issuance of Mayor's Permit (Requirements: Mayor's Permit, DTI Certificate for Single Proprietorship, SEC Registration for Corporation or Partnership, CDA Registration Certificate for Cooperative, Simple Business Plan, Duly Accomplished Application Form and Proof of Capitalization)
## Cost of Doing Business

### Wage Rate

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Current Rates in Puerto Princesa</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic</td>
<td>Cola</td>
</tr>
<tr>
<td>Non-Agriculture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry / Services</td>
<td>Php 270</td>
<td>Php 5</td>
</tr>
<tr>
<td>Establishments with more than 10 workers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establishments with 10 workers below</td>
<td>Php 210</td>
<td>Php 5</td>
</tr>
<tr>
<td>Agriculture</td>
<td>Php 220</td>
<td>Php 5</td>
</tr>
</tbody>
</table>

### Electricity and Water

<table>
<thead>
<tr>
<th>Category</th>
<th>Electricity Utility Rate (in Php)</th>
<th>Water (in Php)</th>
<th>Commodity Charge 41 - up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective Power Rate</td>
<td></td>
<td>Minimum Charge</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>10.4159</td>
<td>280</td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>9.3342</td>
<td>560</td>
<td>82.2</td>
</tr>
<tr>
<td>Industrial</td>
<td>9.3105</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public and Facilities</td>
<td>9.4209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Lighting</td>
<td>9.1522</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Requirements for Business Registration

## For Filipinos

### Registration of Business

- **For Single Proprietorship**  
  Department of Trade and Industry - Palawan  
  4th Floor ERC Plaza, San Pedro, Puerto Princesa City  
  www.dti.gov.ph  
  (The Philippine Business Registry of DTI includes on-line registration of BIR, Pag-IBIG, SSS and PhilHealth)

- **For Corporation or Partnership**  
  Securities and Exchange Commission (SEC)  
  SEC Building, EDSA, Greenhills, Mandaluyong City  
  www.sec.gov.ph

- **For Cooperative**  
  Cooperative Development Authority (CDA)  
  PEO Compound, Bancao-Bancao, Puerto Princesa City  
  www.cda.gov.ph

## For Foreigners

### Certificate of Authority

- **For Single Proprietorship**  
  Department of Trade and Industry - Board of Investments  
  Industry and Investment Building  
  385 Sen. Gil J Puyat Avenue, Makati City  
  www.boi.gov.ph

- **For Corporation or Partnership**  
  Securities and Exchange Commission (SEC)  
  SEC Building, EDSA, Greenhills, Mandaluyong City  
  www.sec.gov.ph