

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
Bancao-Bancao, Puerto Princesa City
Palawan, Philippines
Tel No. (+63 48) 433 0497

With support from:



PUERTO PRINCESA CITY

INVESTMENT PROFILE



*Simply
Captivating*



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.

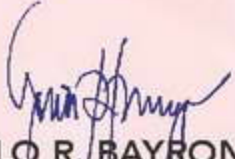
Beyond its fame as home to the UNESCO World Heritage Site Puerto Princesa Subterranean River National Park, the city is poised to become the region's economic growth hub. The city boasts of its environment-friendly and resilient local economic development as it maintains the stature of being one of the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

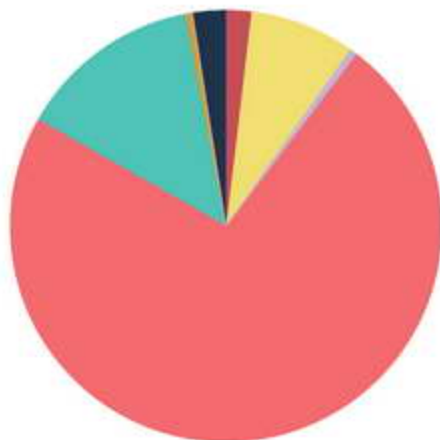
Major Products

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

Other Tourism Related Facilities

- Eco-Tourism and Agri-Tourism Facilities other than Accommodation / Resort Facilities
- Theme Parks (Natural and Adventure Related Activities)
- Marina
- Medical Tourism Hospital
- Tourism Estates and Tourism Economic Zones
- Convention Centers and Cultural 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:

Number of Years	Small & Medium Enterprises	Large Enterprises	Joint Venture
1st year	100%	100%	100%
2nd year	75%	100%	100%
3rd year	50%	75%	100%
4th year	25%	50%	75%



Accessibility of Goods to the Market



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
RORO Ramp	
Controlling Water Depth	-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

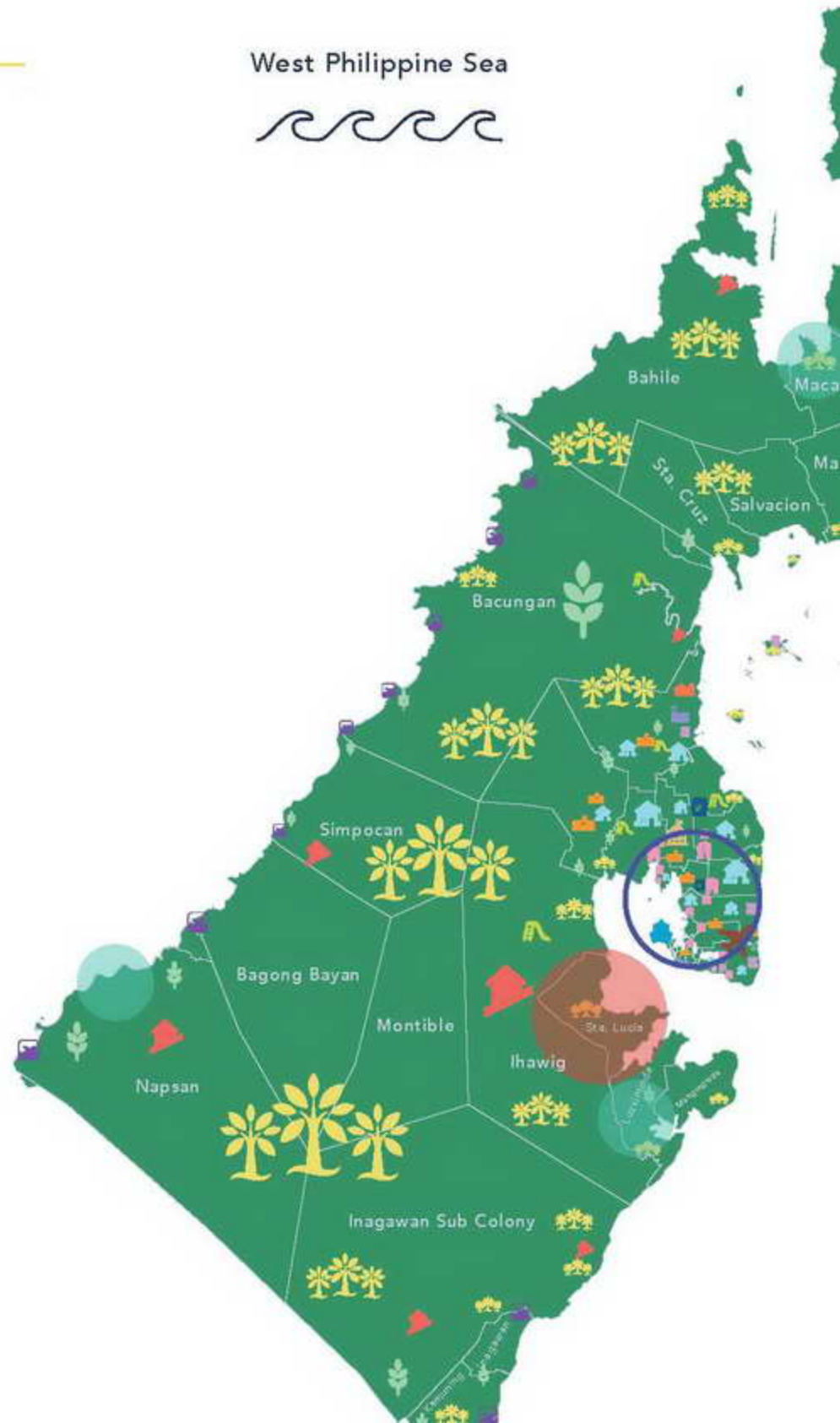
- Business Processing Management (BPM) - ready for voice and non-voice technology
- Widespread use of the Internet
- Most institutions, major hotels, restaurants and shops have wireless connectivity
- Availability of internet café in the city central barangays

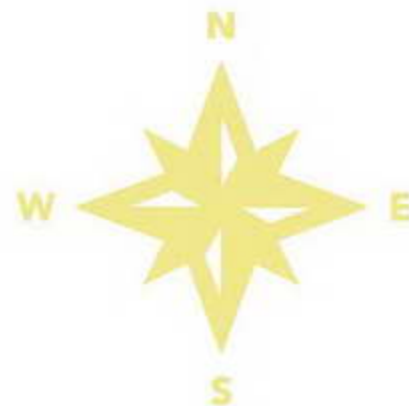
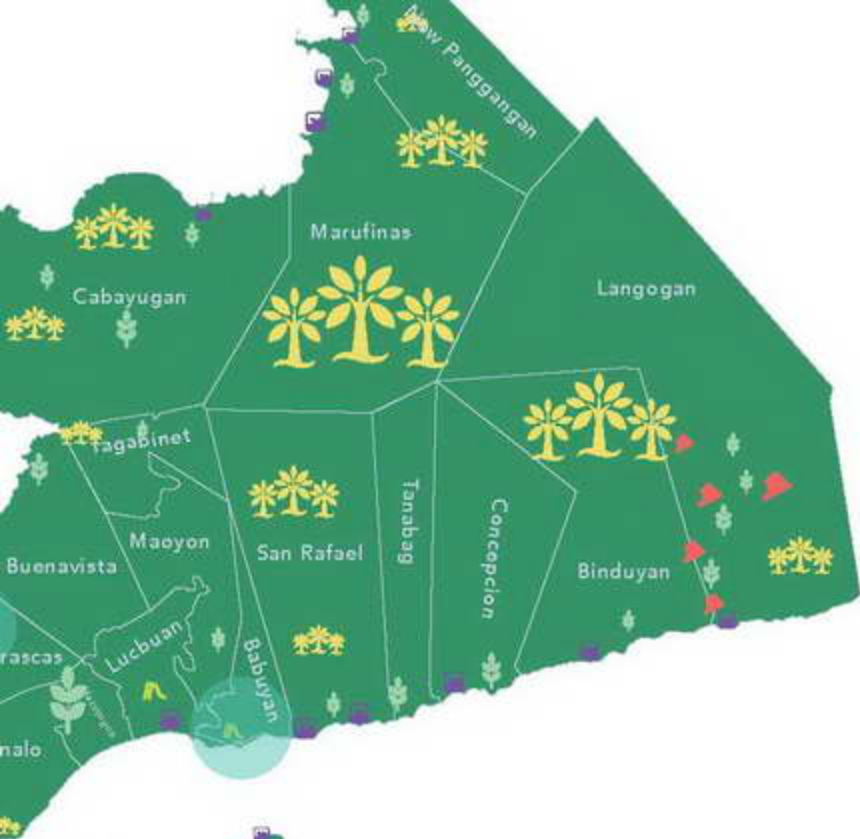
Puerto Princesa Map

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

West Philippine Sea





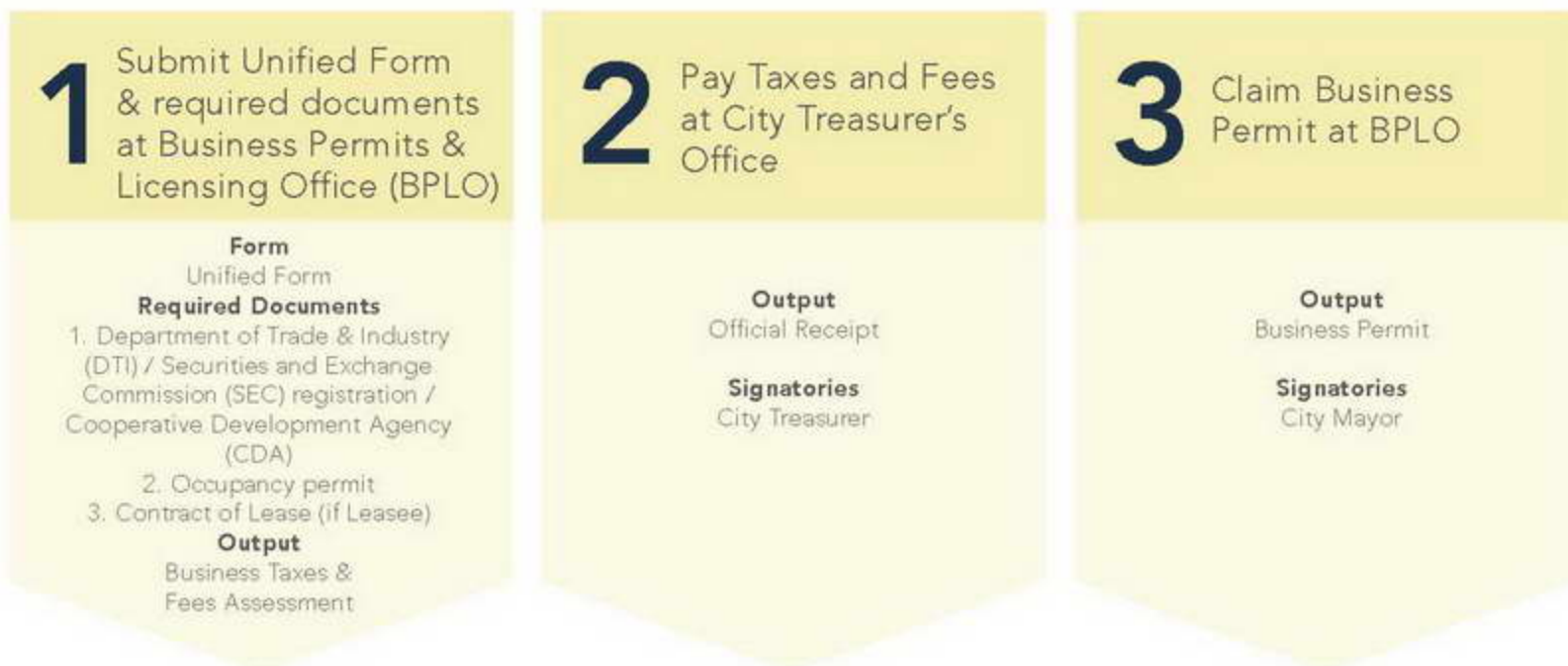
Sulu Sea

-  Recreational Commercial Zone
-  Tourism/Resort/Residential Zone
-  Rural Service Center
-  Environmental Estate
-  Central Business District
-  Government Center & Nature Park
-  Airport
-  Sea Port



Doing Business in Puerto Princesa (as of 2017)

New Business Permit Process



Business Permit Renewal Process



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

Industry Sector	Current Rates in Puerto Princesa		Total
	Basic	Cola	
Non-Agriculture			
Industry / Services	Php 270	Php 5	Php 275
Establishments with more than 10 workers			
Establishments with 10 workers below	Php 210	Php 5	Php 215
Agriculture	Php 220	Php 5	Php 225

ELECTRICITY AND WATER

Category	Electricity	Water (in Php)	
	Utility Rate (in Php)	Minimum Charge	Commodity Charge 41 - up
Residential	10.4159	280	41.1
Commercial	9.3342	560	82.2
Industrial	9.3105		
Public and Facilities	9.4209		
Street Lighting	9.1522		

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, Banca-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

Department of Trade and Industry - Palawan
4th Floor ERC Plaza, San Pedro, Puerto Princesa City
www.dti.gov.ph
- **For Corporation or Partnership**
Securities and Exchange Commission (SEC)
SEC Building, EDSA, Greenhills, Mandaluyong City
www.sec.gov.ph



Puerto Princesa Subterranean River National Park