

# DOING BUSINESS IN GENSAN

## URBAN CONNECT X LOCALLAB

Grand Summit Hotel, General Santos City  
03 December 2024

## MIGUEL RENE A. DOMINGUEZ

President, GSC Chamber of Commerce and Industry  
President & CEO, Alsons Development & Investment Corp.



# PRESENTATION OUTLINE



## **1. GENERAL SANTOS CITY AT A GLANCE**

## **2. THE GSC CHAMBER**

- BRIEF PROFILE
- KEY MILESTONES

## **3. EASE OF DOING BUSINESS IN GENSAN**

- DIGITALIZATION OF BUSINESS PERMITTING
- COST OF DOING BUSINESS IN GENSAN
- SURVEY RESULTS IN DOING BUSINESS IN GENSAN

## **4. KEY INITIATIVES AND FUTURE COLLABORATIONS**

- STRATEGIC PARTNERSHIPS
- INTER-CHAMBER COLLABORATION



1

# GENERAL SANTOS CITY AT A GLANCE

# GENERAL SANTOS CITY

## A Prime Investment Destination In The South

- ❖ **General Santos City** serves as the central hub for business and trade in SOCCSKSARGEN Region

A highly urbanized city

Land area of 53,606 hectares

Population of 697,315 based on 2020 census

Population Growth Rate of 1.94%

- ❖ Dubbed as the tuna capital of the Philippines which houses 6 of 7 tuna canneries in the country



# GENERAL SANTOS CITY

## Competitive Advantage



- ❖ **General Santos City** is the transshipment and logistics hub of the Region

International standard Airport

Seaport

Fishport

Wide road networks

- ❖ **General Santos City** is the 11<sup>th</sup> **MOST COMPETITIVE** Highly-Urbanized City (2023 CMCI Awards)



Awards received



ARTA Certificate of Commendation for Fully Functional E-BOSS



Seal of Local Good Governance Award



ISO 9001:2015 certified



DILG Gender & Development Seal

# 2

## THE GENSAN CHAMBER OF COMMERCE AND INDUSTRY



# GSC CHAMBER OF COMMERCE AND INDUSTRY, INC.



## ■ BRIEF PROFILE

- ❖ Formally established on October 25, 1974, as non-profit organization and celebrated its **50<sup>th</sup> year anniversary this year**
- ❖ Currently has 242 members, both individual and corporate with an increase in membership by about 40% from 2023
- ❖ About 90% of new members are MSMEs
- ❖ Adjudged this year by PCCI as the **Most Outstanding Chamber in Mindanao**



# GSC CHAMBER OF COMMERCE AND INDUSTRY, INC.



## KEY MILESTONES

- ❖ In the 1990s, Gensan Chamber actively collaborated with the LGUs, concerned NGAs like DA, NEDA, DTI, MEDCO (now MinDA), and other institutions, to lobby for official development assistance from USAID, JICA and ITALTEL for the integrated area development program under the SOCKSARGEN Area Development Project of Department of Agriculture
- ❖ This initiative led to the development of key infrastructures in Gensan and South Cotabato (US \$200 M)
  - Airport, Seaport, Fish Port, Telecommunication System and Road network

**A significant portion of the road connects the coastal municipalities of Sarangani to General Santos City**



THE GENSAN CHAMBER PLAYED A PIVOTAL ROLE IN THE REMARKABLE GROWTH OF GENSAN IN THE 1990S, FUELED BY THE RAPID EXPANSION OF THE TUNA FISHING AND PROCESSING INDUSTRIES



Tuna unloading at Lions Beach



SOCKSARGEN Board Meetings



# GSC CHAMBER OF COMMERCE AND INDUSTRY, INC.



## ■ KEY MILESTONES

Gensan Chamber has partnered with the Gensan LGU to enhance public service delivery

❖ Key areas of participation include:

- Consultations on the Ease of Doing Business (EODB)
- Engagement with multi-sectoral bodies ( City Development Council, Competitiveness Cluster, GSC Incentive Board, Regional Development Council XII)

Consultations on relevant local policies and ordinances, including:

- Comprehensive Land Use Plan (CLUP)
- Energy Code
- ICT Code
- Fisheries Code
- Climate Adaptation and Disaster Risk Reduction & Management initiatives



3

## EASE OF DOING BUSINESS IN GENSAN

# DIGITALIZATION OF LGU PERMITTING PROCESS



## ONLINE BUSINESS PERMITTING

- ❖ Fully functional E-BOSS (*electronic business one-stop shop*)
- ❖ Streamlined digitalized process using online **eTRAC system** for both renewal and new applications
- ❖ Adoption of digital payment platforms: GCash, Maya, bank transfer

## ONE-STOP SHOP CONSTRUCTION PERMITTING (OSCP)

- ❖ Digitalized process using online eTRAC system
- ❖ Integration of locational clearance issuance, barangay clearance, and BFP FSIC payment

Gensan Chamber is fully committed to digitalization efforts of LGU for enhanced efficiency and transparency

# EASE OF DOING BUSINESS IN GENSAN



## DIGITAL PAYMENT ADOPTION RATE

YEAR	NO. OF ONLINE PAYMENT TRANSACTION	PERCENT INCREASE
2024 (As of Aug)	2,467	46%
2023	1,688	167%
2022	632	

- ❖ In 2022, digital payments was launched by LGU, with 632 online transactions processed
- ❖ More businesses have gained confidence in digital payment resulting to 2,467 online transactions as of August 2024, a **46%** increase from 2023 and **290%** from 2022

The Gensan Chamber will continue to campaign for digital payments to increase adoption rate annually

# EASE OF DOING BUSINESS IN GENSAN



## COST OF DOING BUSINESS IN GENSAN

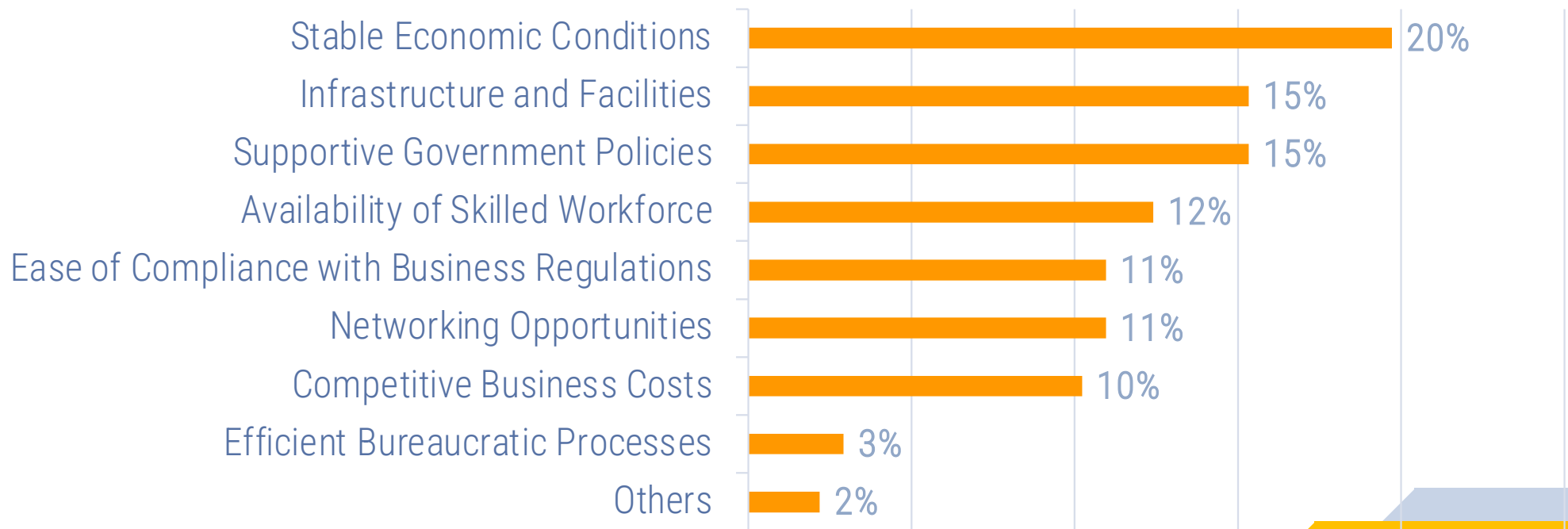
COST OF LAND (Central Business District)	: PhP 26,000/sqm
SPACE RENTAL	: PhP 500/sqm
COST OF WATER (Residential)	: PhP 21/cu.m.
COST OF WATER (Commercial)	: PhP 42/cu.m.
COST ELECTRICITY (Residential)	: PhP 8/kwh
COST ELECTRICITY (Commercial)	: PhP 8/kwh

- ❖ Competitive utility rates
- ❖ Affordable electricity and water costs help manage operational costs
- ❖ Businesses in Gensan benefit from well-aligned economic conditions

# SURVEY RESULTS ON DOING BUSINESS IN GENSAN



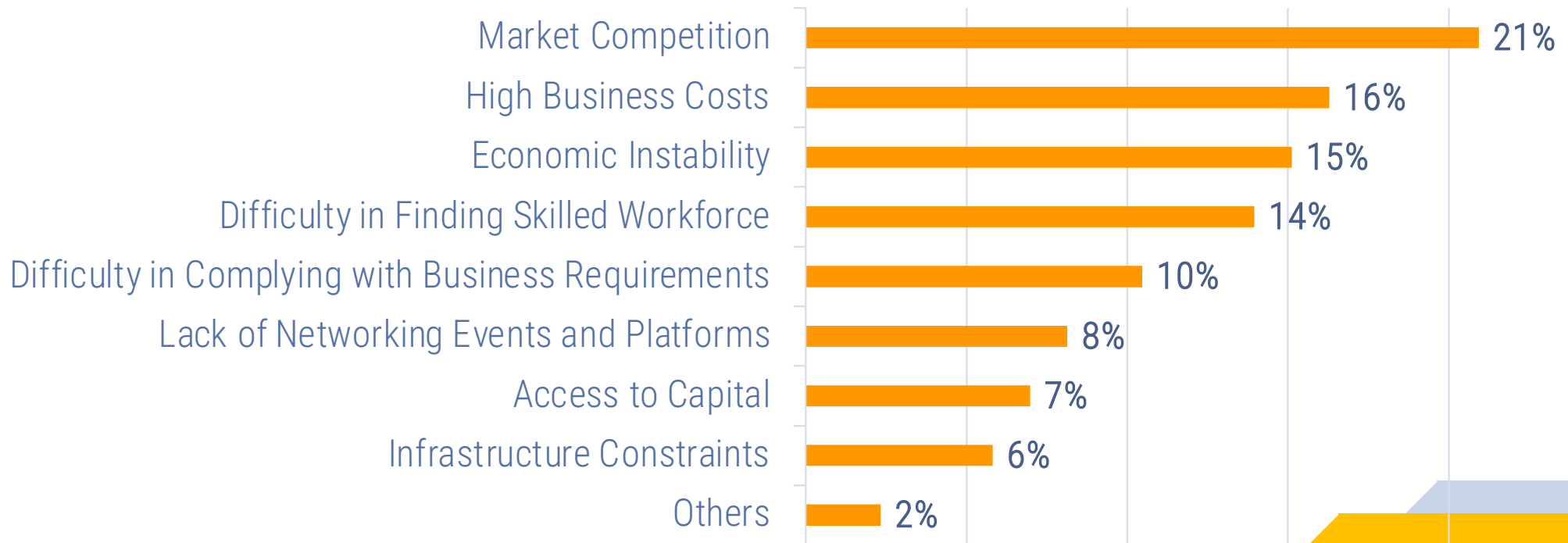
## Positive Aspects of Doing Business



# CHAMBER SURVEY RESULTS ON DOING BUSINESS IN GENSAN



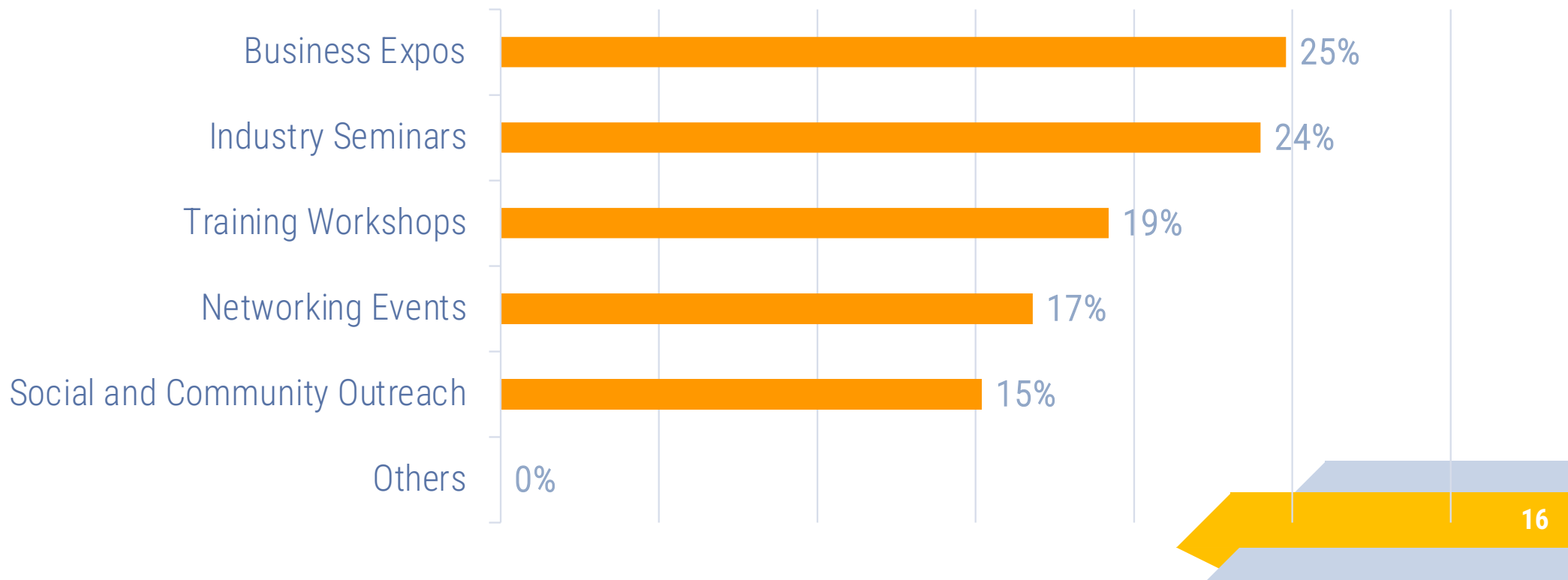
## Challenges to Business Growth



# SURVEY RESULTS ON DOING BUSINESS IN GSC



## Chamber of Commerce and City Government Action Plan

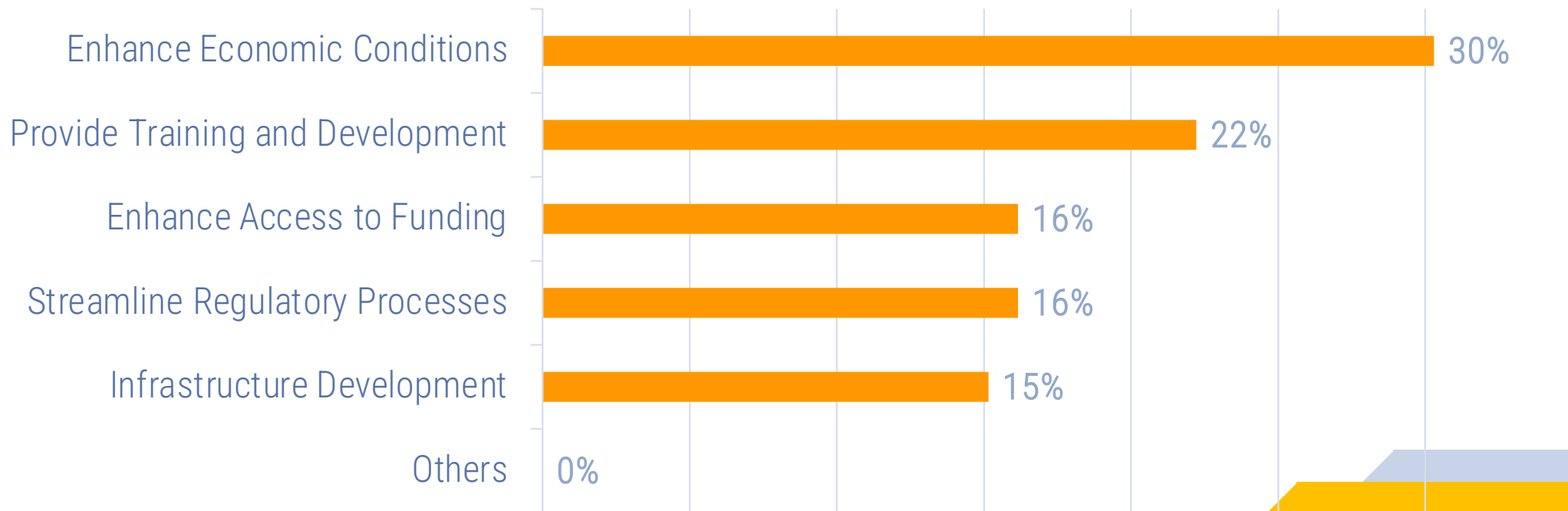




# SURVEY RESULTS ON DOING BUSINESS IN GSC



## Recommendations for Improvement



# SURVEY RESULTS ON DOING BUSINESS IN GSC



## ■ SUMMARY AND WAYS FORWARD

THE SURVEY RESULTS DELIVER A COMPREHENSIVE OVERVIEW OF THE STRENGTHS, CHALLENGES, AND OPPORTUNITIES WITHIN GENSAN'S BUSINESS COMMUNITY. BY FOCUSING ON THE AREAS IDENTIFIED FOR IMPROVEMENT, SUCH AS ECONOMIC STABILITY, TRAINING, AND ACCESS TO FUNDING, THE GENSAN CHAMBER IN CLOSE COORDINATION WITH THE LOCAL GOVERNMENT OF GENERAL SANTOS CITY AND OTHER KEY STAKEHOLDERS SHALL ENDEAVOR TO DEVELOP TARGETED STRATEGIES THAT CAN EFFECTIVELY SUPPORT ITS MEMBERS AND DRIVE LOCAL ECONOMIC GROWTH IN THE COMING YEARS



# 4

## KEY INITIATIVES AND FUTURE COLLABORATIONS

# KEY INITIATIVES AND FUTURE COLLABORATIONS



## STRATEGIC PARTNERSHIPS

Collaboration with LGU Gensan in investment promotion and business process innovation

- ❖ LGU provides annually a financial assistance of approximately **PHP 1 Million** to Gensan Chamber recognizing them as strongly in development
- ❖ Only a few Chambers receives financial support from LGU, demonstrating commitment to support the business sector as drivers for economic growth
- ❖ Gensan Chamber also partners with other institutions like NGAs (B2G), NGOs, business corporations (B2B) and ODAs for financial and technical assistance for improved chamber management, business promotion and scaling up of MSMEs



# KEY INITIATIVES AND FUTURE COLLABORATIONS



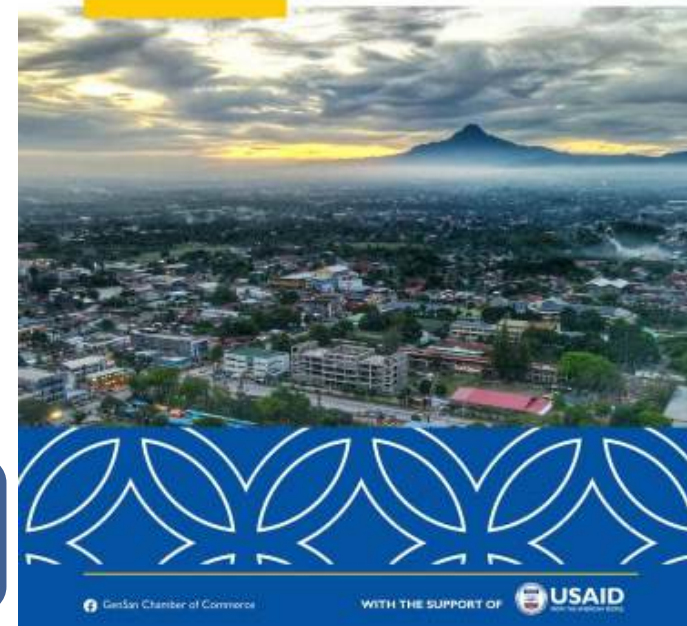
## ■ Chamber Strategic Plan 2024-2028

- ❖ Gensan Chamber prepared a strategic plan for the next four years (2024-2028) with technical assistance from USAID Urban Connect Project
- ❖ This Plan serves as cornerstone of planned endeavors in the next 4 years given the Chamber's unique responsibility of fostering a conducive environment for business to thrive, innovate and succeed
- ❖ The plan also highlights areas of collaboration with LGUs and partners to conduct meaningful activities, key strategies to address business development challenges and mechanism for organizational growth

THE CHAMBER REMAINS STEADFAST TO EMPOWERING ITS MEMBERS AND FOSTERING OPPORTUNITIES FOR GROWTH AND ADVANCEMENT



## Strategic Plan 2024-2028



## KEY INITIATIVES AND FUTURE COLLABORATIONS



### ■ Hosting of 33RD Mindanao Business Conference in General Santos City

- ❖ Gensan Chamber was a major partner of PCCI in the successful conduct of 33rd MINBIZCON
- ❖ This event was a significant platform for exchange of information on business trends and related policies and was attended by almost 700 participants from business sector, LGUs, NGAs, civil society organizations, and academe.

THE 33RD MINBIZCON NOT ONLY HIGHLIGHTED GENSAN'S EMERGING ROLE AS A BUSINESS HUB BUT ALSO PAVED THE WAY FOR FUTURE COLLABORATIONS AIMED AT FOSTERING ECONOMIC GROWTH AND INNOVATION IN THE REGION



US Ambassador graced 33rd MINBIZCON

# KEY INITIATIVES AND FUTURE COLLABORATIONS

## INTER-CHAMBER COLLABORATION

- ❖ Gensan Chamber and Sarangani Chamber signed a MOU during the 33rd MinBizCon
  - Joint investment promotion
  - Chamber management
  - Private sector and government collaboration
  - MSME development
- ❖ Big brother – Small brother arrangement
  - allows larger businesses to mentor and support smaller enterprises
  - promote knowledge sharing, capacity building, and overall development within the local business community
- ❖ USAID Urban Connect provides technical support to this collaboration to strengthen the Gensan-Sarangani economic development corridor



**MEMORANDUM OF UNDERSTANDING**

**KNOW ALL MENRE THESE PRESENTS**

This Memorandum of Understanding ("MOU") is entered into and executed by and between:

The **GENSAN SANITIZ CITY CHAMBER OF COMMERCE AND INDUSTRY, INC.**, with principal office at 15th Floor, 16, Alibon Road, General Santos City, Philippines, duly represented by **MR. MICHAEL R. BOMBUENGA**, its President, hereinafter referred to as "GCCCI";

and

The **SARANGANI CHAMBER OF COMMERCE AND INDUSTRY, INC.**, with principal office at 2nd Floor, Department of Trade and Industry-Sarangani Provincial Office Building, Capitol Compound, Sarangani Province, Philippines, represented by **MR. ARMAND E. PAPAÑO**, its Acting Provincial Executive Director, hereinafter referred to as "SCCI";

(GCCCI) and (SCCI) are each, in turn, individually referred to in this MOU as a "Party" and collectively as "Parties";

**WITNESSETH**, that

**WHEREAS**, the GCCCI was lawfully established and registered with the Securities and Exchange Commission (SEC) on 27 October 1994 in the registration of local business community, promoting the economic growth and development of General Santos City and has since generated a vibrant business community in Sarangani Province and in the challenge of sustainable business development, and herein as a result of the partnership building with the local government and private institutions to address the economic liberal and employment issues at the city and its neighboring towns in the SOCCSKSARGEN Region;

**WHEREAS**, the SCCI was lawfully organized and registered with the SEC on 15 August 1987 to act for the benefit of the local business community, protect the interests and promote healthy business environment and growth of the areas and to contribute to Sarangani Province;

**WHEREAS**, in general a "Big brother, small brother, and guide" the Parties are committed to building and strengthening their respective economic, social, and programs to better serve their respective constituents, and their growth, and business vitality;

**WHEREAS**, the Parties share the objective of strengthening their engagement and collaboration with the private sector including the local government with the local government agencies (LGAs), local, regional and national agencies of investment and other business, academic organizations,

GCCCI/SCCI Memorandum of Understanding Page 1 of 2



# KEY INITIATIVES AND FUTURE COLLABORATIONS



## Key Future Initiatives

- ❖ Work jointly to establish General Santos City as the transportation and logistics center of Region 12
- ❖ Future-ready Gensan development thrusts
  - New Town Development
  - Expand digitalization of government services (online issuance of working permit)
  - Agri-industrialization



THE GENSAN CHAMBER'S STRATEGIC INITIATIVES ARE CRUCIAL FOR SUPPORTING THE GENSAN LGU IN ITS DEVELOPMENT OBJECTIVES, FOSTERING INFRASTRUCTURE GROWTH, DIGITALIZATION, AND AGRI-INDUSTRIALIZATION, AND ULTIMATELY PAVING THE WAY FOR A SUSTAINABLE AND PROSPEROUS FUTURE FOR THE CITY AND ITS RESIDENTS.





# **Maraming Salamat!**

## **Gensan: A Smart and Sustainable City**