



REPUBLIC OF THE PHILIPPINES  
PROVINCE OF PANGASINAN  
**MUNICIPALITY OF CALASIAO**

**EXECUTIVE ORDER NO. 2-A**

*Series of 2025*

**AN ORDER ESTABLISHING LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION (LEDIP) UNIT AND DESIGNATING MS. MARIA VICTORIA P. DEL ROSARIO AS LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTION OFFICER (LEDIPO)**

**WHEREAS**, DILG Memorandum Circular No. 2020-167 dated December 9, 2020 provides guidelines on the establishment of Local Economic Development and Investment Promotion (LEDIP) Unit/Office in all provinces, cities and municipalities;

**WHEREAS**, in adherence to DILG Memorandum Circular No. 2010-113 dated October 13, 2010 provides for the designation of Local Economic Development and Investment Promotion Officer (LEIDIPO) that will focus on the preparation, coordination and execution of local economic development and investment promotion programs of the municipal government;

**NOW, THEREFORE**, I, **KEVIN ROY Q. MACANLALAY**, Municipal Mayor of Calasiao, Pangasinan, by virtue of the powers vested in me by law, do hereby designate **MARIA VICTORIA P. DEL ROSARIO** as Local Economic and Investment Promotion Officer (LEDIPO) of Municipality of Calasiao, Pangasinan as follows;

**Section 1. DESIGNATION. MS. MARIA VICTORIA P. DEL ROSARIO** shall be designated as the Local Economic Development and Investment Promotion Officer (LEDIPO) and shall be the head of Local Economic Development and Investment Promotion Unit/Office which shall be located at the Business One-Stop-Shop Building located at Mabini St., Poblacion West, Calasiao, Pangasinan. She shall be supported by three technical staff, **VERLIZA A. ABILA, ARVIL JOSHUA Z. CAMACHO, and RIZA MANONGDO.**

**Section 2. DUTIES AND FUNCTIONS.** The 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. It shall be headed by the Local Economic Development and Investment Promotion Officer (LEDIPO). Specific functions of the office are as follows:

1. Serve as member of the advisory group that will guide the LGU for investment promotion;
2. Steer the creation of a business enabling environment to attract, retain or expand investments.
3. Advocate and promote policies and practices that will encourage local investment such as:
  - a. 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 Incentives Code as may be  
applicable.
  - b. Assist on the formulation/amendment of Local Investments and Incentive Code.
  - c. Marketing and Promotion Strategies of the LGU.





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4. In close coordination with the Municipal 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;
5. Provide support and facilitation assistance for prospective and new investors.
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.
7. Conduct mission trips in relation to promotion and marketing activities of the LGU to attract investments;
8. Assist and support local councils whose undertakings are related to economic development
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;
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), DIT-Board of Investments (DIT-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 of the LGU.
11. Represent the Municipality in trade and investments meetings, conferences, and other similar activities in both domestic and foreign venues.
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 4. EFFECTIVITY.** This Executive Order shall take effect immediately.

Done this 2<sup>nd</sup> of January 2025 at Municipality of Calasiao, Pangasinan

**HON. KEVIN ROY Q. MACANLALAY**  
*Municipal Mayor*