

PCCI-NORTH LUZON ACTIVITY REPORT

(July 2023)



MS. GREGORIA G. SIMBULAN
Area Vice President, PCCI-North Luzon

REGIONAL GOVERNORS



Philippine Chamber of
Commerce and Industry



MR. DEIMLER CUYAN

CAR



MR. PANCRASIO NISCE

Region I



MR. GARY CHONG

Region II



ATTY. AMALIA CAYANAN

Region III

LOCAL CHAMBER PRESIDENTS



Philippine Chamber of
Commerce and Industry

CAR

Ms. Cresencia Pulido, PCCI-Apayao
Mr. Zosimo Abratique, PCCI-Baguio Benguet
Mr. Rex Balong-Angey, PCCI-Benguet
Ms. Jasmin Deleso, PCCI Ifugao

REGION I

Mr. Marcos Aquino, PCCI-Metro Dagupan
Atty. Cherrie Grace Bareng , PCCI-Ilocos Norte
Mr. Xavier Mercado, CCI of La Union
Mr. Marius Manzano, Western Pangasinan CCI
Dra. Esperanza Lahoz, PCCI-Vigan

REGION II

Mr. Ramonio Imperial, PCCI-Batanes
Ms. Evelyn Velasco, PCCI-Cagayan
Mr. Jaeo Diaz, PCCI-City of Ilagan

REGION III

Mr. John Calugay, Bataan CCI
Ms. Cristina Tuzon, Bulacan CCI
Ms. Elizabeth Timbol, Metro Angeles CCI
Mr. Reynato Arimbuyutan, PCCI-Nueva Ecija
Mr. Ruben De Guzman, Metro Olongapo CCI
Mr. Joseph Ortiz, PCCI-San Jose Nueva Ecija
Mr. Benjamin Antonio, Subic Bay Freeport CCI
Ms. Aileen Chan, PCCI-Tarlac
Ms. Teresa David Carlos, Pampanga CCI

Mr. Carlo Castillo, PCCI-Isabela
Mr. Markson Tan, PCCI-Southern Isabela

AREA ACTIVITIES



Philippine Chamber of
Commerce and Industry



32nd NORTH LUZON AREA BUSINESS CONFERENCE



NORTH LUZON: THE EMERGING INVESTMENT DESTINATION HUB

JULY 20 & 21, 2023

 **Agora Hall, Thunderbird Resort,**
Poro Point, San Fernando City, La Union 2500

ORGANIZED BY:



Philippine Chamber of
Commerce and Industry
The Voice of Business

HOSTED BY:



Chamber of Commerce &
Industry of La Union



32nd NORTH LUZON AREA BUSINESS CONFERENCE

The 32nd North Luzon Area Business, held last July 20-21, 2023 at the Agora Hall of the Thunderbird Resort in Poro Point, San Fernando, La Union. Hosted by the Chamber of Commerce and Industry of La Union (CCI of La Union) with theme “North Luzon: The Emerging Investment Destination Hub which aims to help in instituting programs that will promote North Luzon as the Investment and Destination hub and will focus on the topics on Investments, Tourism and Agriculture.

Conference Chairman: AVP Gigi Simbulan

Co-Chair: RG Pancracio Nisce

Conference Director: Mr. Xavier Mercado

The conference was attended by 365 participants from chambers in CAR, Regions I, II and III, partner LGUs, academe and other business organizations.



32nd NORTH LUZON AREA BUSINESS CONFERENCE

PRE-CONFERENCE ACTIVITIES

TRADE EXHIBITS, July 20, 2023 at
Thunderbird Resort

In partnership with DTI and DOT Region I, participated by 20 MSMEs exhibitors. The ribbon cutting was led by Mayor Hermenegildo Gualberto, DTI and DOT Region I officials, PCCI Past President and Adviser Ms. Alegria Sibal-Limjoco and other PCCI Officers.





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

CHAMBER DEVELOPMENT FORUM, July 20, 2023

– organized by PCCI PhilCDI headed by its Chairman Dr. Alberto P. Fenix Jr.

- Topic 1: Membership Development and Retention

Speaker: Ms. Teresa David-Carlos - President, Pampanga CCI

- Topic 2: Partnership Opportunities with Local Government Units

Speakers: Gov. Daniel Fernando – Bulacan Province

Mayor Hermenegildo Gualberto – City of San Fernando, La Union

- Topic 3: Maximizing Local and International Linkages to Expand Delivery of Services

Speakers: Ms. Elizabeth Carlos-Timbol – President, Metro Angeles CCI

Atty. Zosimo Abratique – President, PCCI-Baguió

32nd NORTH LUZON AREA BUSINESS CONFERENCE

- Topic 4: LCCI Manual

Speaker: Dr. Alberto P. Fenix Jr., - Chairman, PhilCDI

It was attended by 121 local chamber officers and members





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

GOVERNOR'S NIGHT, July 20, 2023

Hosted by Gov. Raphaelle Ortega-David.

- The event showcased Hablon products through a Fashion Show participated by La Union beauties and the PCCI Officers
- North Luzon Regional Governors and La Union CCI officers and members were also inducted during the event
- The event was attended by more than 200 participants



32nd NORTH LUZON AREA BUSINESS CONFERENCE



32nd NORTH LUZON AREA BUSINESS CONFERENCE

NORTH LUZON EMERGING INVESTMENT CENTRAL HUB

GOV

IT



32nd NORTH LUZON AREA BUSINESS CONFERENCE

NORTH LU

GOV

NORTH LUZON AREA
BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

OPENING PLENARY





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

KEYNOTE SPEAKER: FORMER PRESIDENT GLORIA MACAPAGAL-ARROYO





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE



CONFERENCE PROPER, July 21, 2023

**PLENARY 1: Expanding Investments in
North Luzon**

Speakers: MR. GREG PINEDA, NEDA

GOV. RODOLFO ALBANO, RCD Region II

GOV. SUSAN YAP, RDC Region III



32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

SPECIAL PRESENTATION: MR. KINGSON SIAN





32nd NORTH LUZON AREA BUSINESS CONFERENCE

CONFERENCE PROPER, July 21, 2023

**PLENARY 2: Positioning North Luzon as
Tourist Destination of Choice**

**Speakers: Asec. Christopher Morales, DOT
MR. RAOUL ROMULO, PLDT**





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

CONFERENCE PROPER, July 21, 2023

PLENARY 3: Initiatives and Innovations Towards Higher Productivity and Food Security

Speakers: SEC. WILLIAM DAR, Department of Agriculture

MR. RICH WATANABE, SGD Coffee

MR. RAFAEL PAGALING, Zennor Hydroponics Farm

ENGR. MANUEL ACOSTA, IBITS Integrated Farm

MR. VICENTE CATUDIO, USAID SPEED



32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

CLOSING PLENARY





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE





32nd NORTH LUZON AREA BUSINESS CONFERENCE

32nd NLABC RESOLUTIONS

Investment and Infrastructure

- Resolution requesting the government to review and amend the Implementing Rules and Regulation of the Corporate Recovery and Tax Incentives for Enterprises (CREATE) Act and to immediately suspend the RR-21- 2021, RMC 24-2022 in order to preserve the original intent of the CREATE Act. Further resolved to urge the government to engage all stakeholders in the process.
- Resolution urging the government particularly the National Economic Development Authority (NEDA) and the Department of Public Work and Highways to fast-track the implementation of the Tarlac-Pangasinan-La Union Expressway TPLEX Extension Project. Extend to Ilocos Norte.



32nd

NORTH LUZON AREA BUSINESS CONFERENCE

Investment and Infrastructure

- Resolution urging the Department of Transportation (DOTr) to further enhance the local airports in North Luzon.
- Resolution urging the National Economic and Development Authority (NEDA) and Department of Transportation (DOTr) to extend the coverage of the North-South Commuter Railway (NSCR) up to the La Union.
- Resolution urging the government to address the traffic congestion in the NLEX by constructing an elevated road from Balintawak Stage 3 (Skyway) up to Bocaue Toll Plaza with provisions for future extension.



32nd NORTH LUZON AREA BUSINESS CONFERENCE

Investment and Infrastructure

- Resolution urging the Department of Public Works and Highways to enjoin the Metro Pacific Tollway North Corporation to put up lights along the SCTEX in compliance with international standards to ensure the safety of road users.
- Resolution urging the government, particularly the Department of Transportation (DOTr) to define and establish a sea lane that will traverse the coast of North Luzon and permanently connect Regions I, III, NCR and Region IV, and the rest of the country.



32nd

NORTH LUZON AREA BUSINESS CONFERENCE

Agriculture and Fishery

- Resolution urging the government particularly the Department of Agriculture (DA) and the Department of Transportation to establish a marine =highway dedicated to the local fishermen in North Luzon.
- Resolution urging the government particularly the Department of Agriculture (DA) to arrest food security issues by establishing a farming system that will help farmers mechanize and automate their operations which include building high-tech facilities such as cold storage for high-value crops and, processing plants for value-added products.



32nd NORTH LUZON AREA BUSINESS CONFERENCE

Tourism

- Resolution urging the Department of Tourism in partnership with the private sector to develop a One-Stop Portal that would contain all relevant information about Philippine Tourism:
 - Arrival,
 - Access – tour bus, transport service
 - Accommodations
 - Activities
 - Attractions



32nd NORTH LUZON AREA BUSINESS CONFERENCE

Tourism

- Resolution urging the Department of the Interior and Local Government (DILGs) to enjoin the local government units (LGUs) to develop world-class tourism facilities, activities, and attractions in areas where the National Government has built road networks for tourism destination areas.
- Resolution urging the Department of Tourism and the Department of Trade and Industry in partnership with the private sector to establish pasalubong centers in strategic locations within the tourism circuit of an area. Further, resolve for the two agencies to work together to improve the quality of the souvenir products sold in the pasalubong centers.



32nd NORTH LUZON AREA BUSINESS CONFERENCE

Tourism

- Resolution urging the government to revive or continue its strategic convergence program for the Department of Public Works and Highways (DPWH), Department of Trade and Industry (DTI), Department of Tourism (DOT), Department of Transportation (DOTr) to ensure that the plans and programs of these agencies are aligned.
- Resolution urging the Department of Tourism and the local government units to enhance their training for tour guides and make them more tourism-oriented.



32nd NORTH LUZON AREA BUSINESS CONFERENCE

THANK YOU

