



NATIONAL
COMPETITIVENESS
COUNCIL | PHILIPPINES

BUILDING COMPETITIVE CITIES

23 October 2014

Kickstart Ventures, Area 55, Paseo De Roxas, Makati City

GUILLERMO M. LUZ
Co-Chairman, Private Sector



GLOBAL COMPETITIVENESS



GLOBAL COMPETITIVENESS REPORT CARD

REPORT	2014 RANK	2013 RANK	2012 RANK	CHANGE	TOP 1/3
1. WEF -Global Competitiveness Index	52/144	59/148	65/144	↑ 7	48
2. IFC -Ease of Doing Business		108/189	138/185	↑ 30	63
3. IMD -World Competitiveness Report	42/60	38/60	43/59	↓ 4	20
4. TI- Corruption Perception Index		94/177	105/176	↑ 11	60
5. HF-Economic Freedom Index	89/178	97/177	107/179	↑ 8	59
6. WEF-Global Information Technology Report	78/148	86/144	86/142	↑ 8	49
7. WEF- Travel and Tourism Report		82/140	n/a	↑ 12	46
8. WIPO- Global Innovation Index	100/143	90/142	95/141	↓ 10	47
9. WB- Logistics Performance Index	57/160	n/a	52/155	↓ 5	53
10. FFP- Fragile States Index	52/178	59/178	56/177	↓ 7	118
11. WEF- Global Enabling Trade Index	64/138	n/a	72/132	↑ 8	46
12. WEF- Global Gender Gap Report		5/136	8/135	↑ 3	--

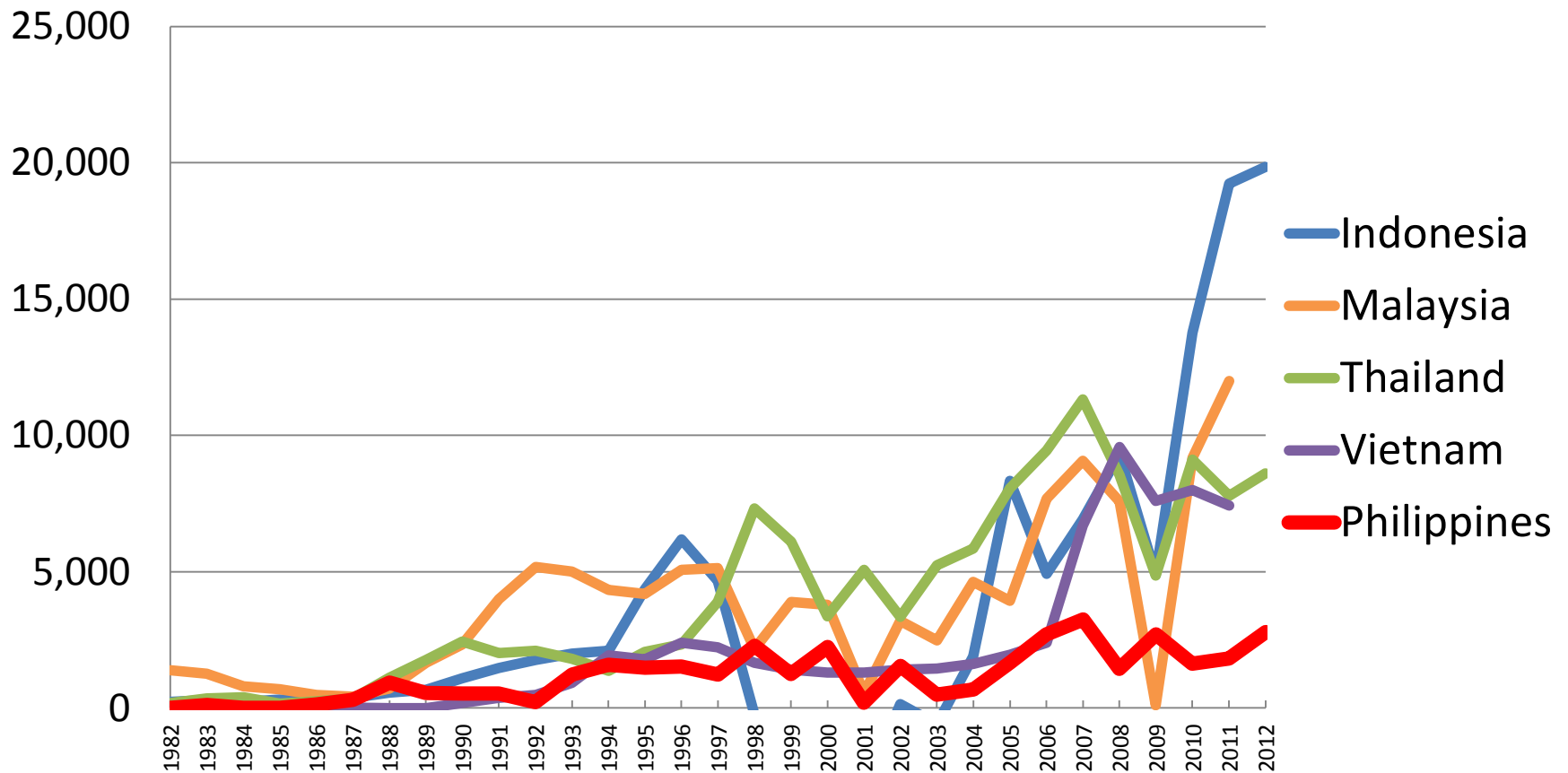
GLOBAL COMPETITIVENESS REPORTS

Philippines vs ASEAN

REPORT	Philippines		Singapore	Brunei	Malaysia	Thailand	Indonesia	Vietnam	Laos	Cambodia	Myanmar
1. WEF -Global Competitiveness Index	5 of 9	52	2	-	20	31	34	68	93	95	134
2. IFC -Ease of Doing Business	6 of 10	108	1	59	6	18	120	99	159	137	182
3. IMD -World Competitiveness Report	5 of 5	42	3	-	12	29	37	-	-	-	-
4. TI- Corruption Perception Index	4 of 10	94	5	38	53	102	114	116	140	160	157
5. HF-Economic Freedom Index	4 of 9	89	2	-	37	72	100	147	144	108	162
6. WEF-Global Information Technology Report	6 of 10	78	2	45	30	67	64	84	109	108	146
7. WEF- Travel and Tourism Report	7 of 8	82	10	72	34	43	70	80	-	106	-
8. WIPO- Global Innovation Index	6 of 8	100	7	-	33	48	87	71	-	106	140
9. WB- Logistics Performance Index	5 of 9	57	5	-	29	35	53	48	131	83	145
10. FFP- Fragile States Index	8 of 10	52	158	123	117	80	82	98	56	40	24
11. WEF- Global Enabling Trade Index	5 of 9	64	1	-	25	57	58	72	98	93	121
12. WEF- Global Gender Gap Report	1 of 9	5	58	88	102	65	95	73	60	104	-

Why does it matter?

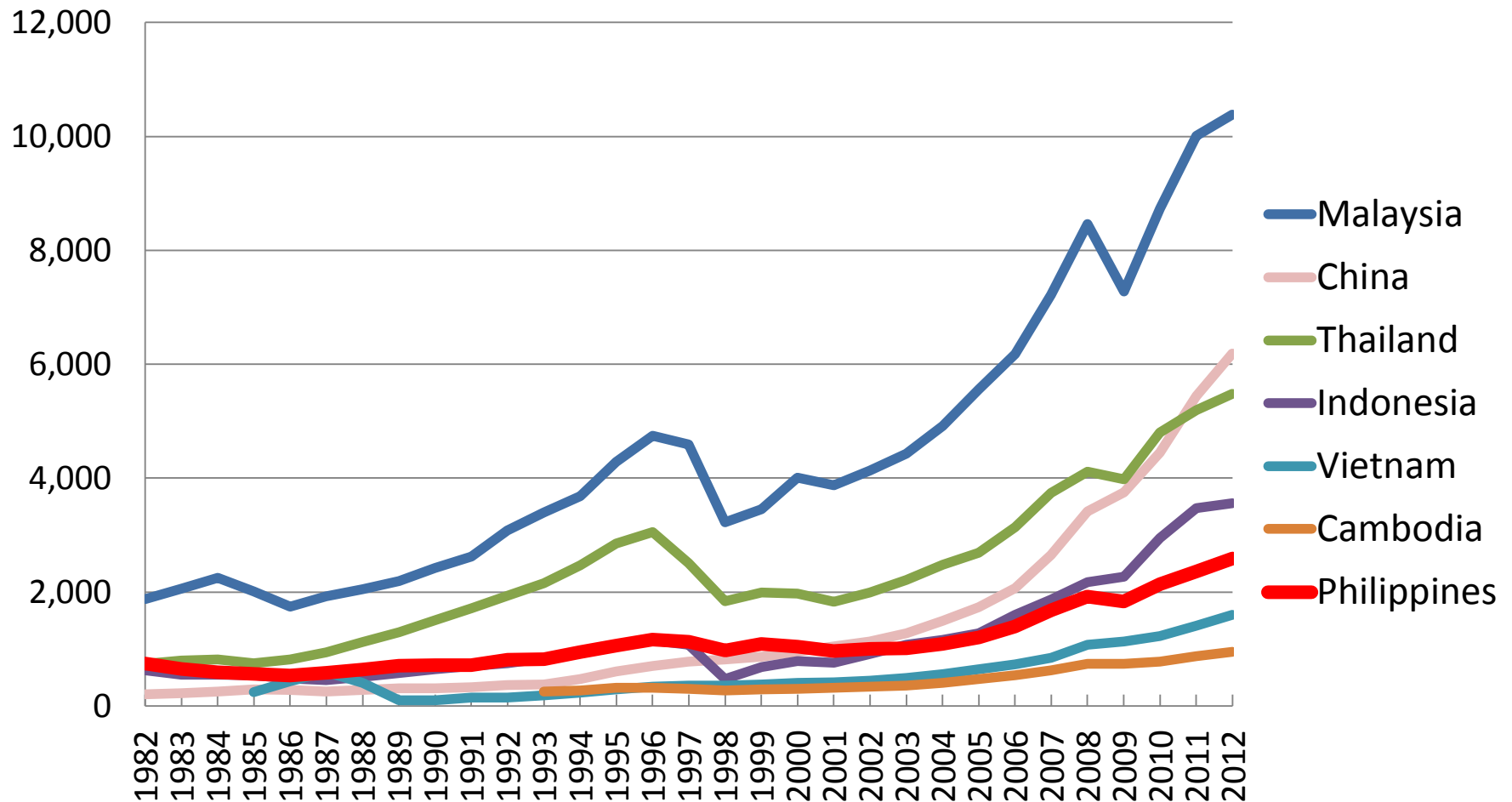
Foreign Direct Investments, net inflows (US\$ millions)



Source: World Bank

Why does it matter?

GDP per capita (US\$)



Source: World Bank



LOCAL COMPETITIVENESS



Benefits of Creating Competitive Regions

- Diversification of investment and job opportunities
- Creation of new wealth
- Growing middle class in different parts of the country
- Overall attractiveness of the country as an investment site

We asked...

- How competitive are our cities and municipalities?
- How easy is it to start a business in a city?
- What is the cost of doing business in a municipality?

We found out...

- Difficult to gather data at city and municipality level
- Sustainability of data collection affected by funding
- Time lag in national data surveys

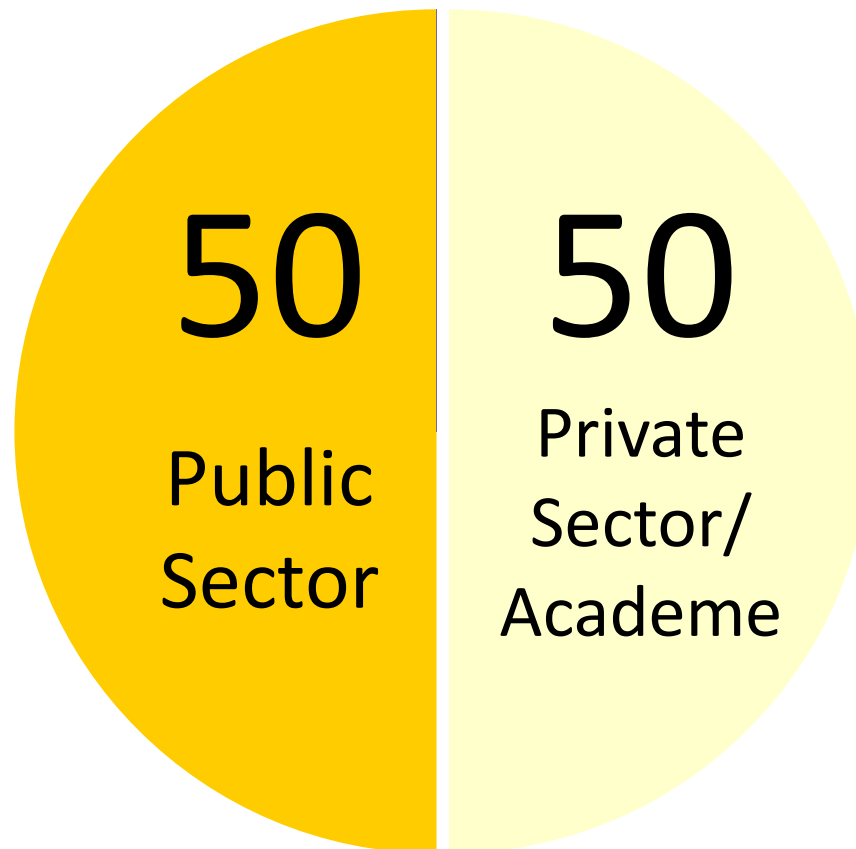
We proposed...

The creation of Regional Competitiveness Committees (RCCs) tasked to:

- Track local competitiveness indicators
- Formulate programs to improve competitiveness
- Engage in investment promotion activities to attract investors and create new jobs

Overview

Regional Competitiveness Committees (RCCs)



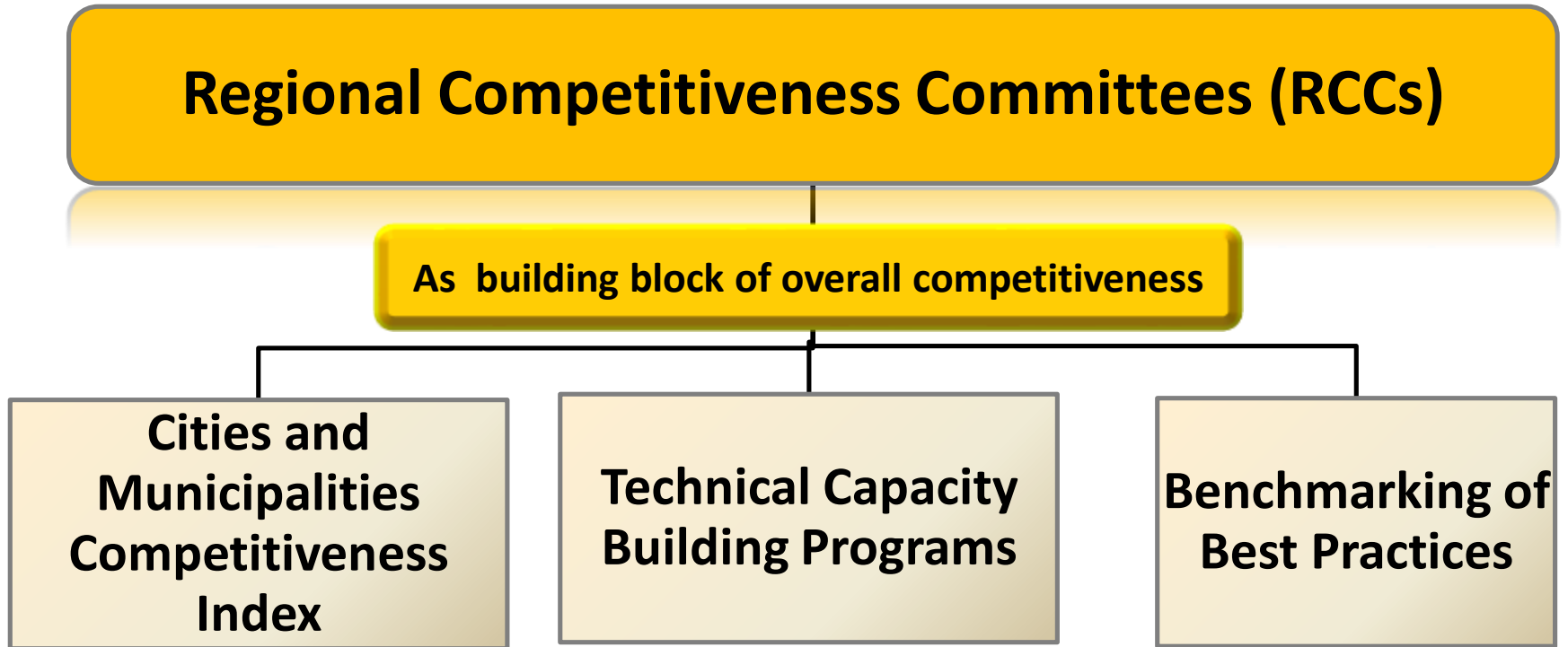
Overview

15 Regional Competitiveness Committees (RCCs)

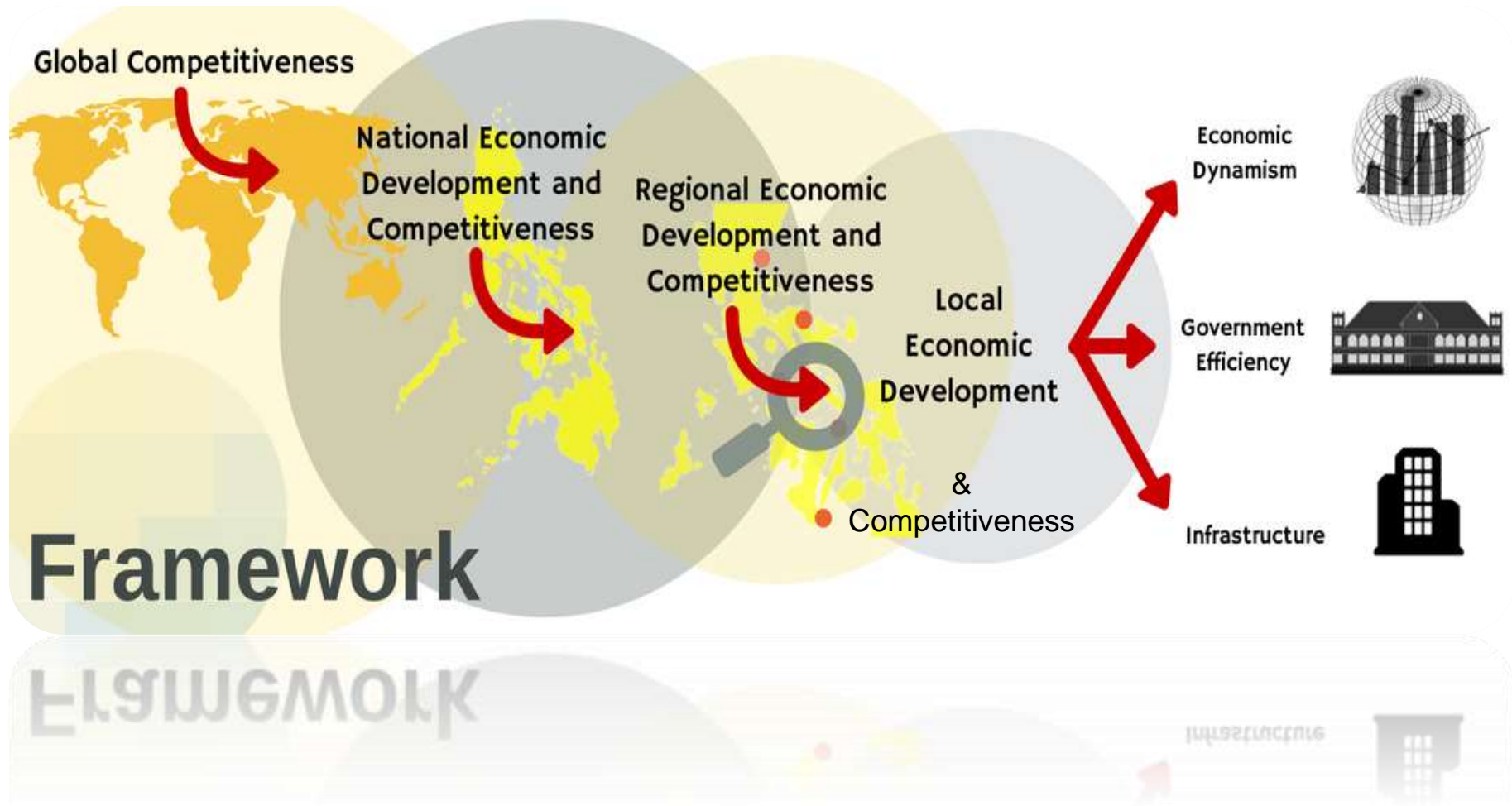
+ National Capital Region

- Region I (Ilocos)
- Region II (Cagayan)
- Region III (Central Luzon)
- Region IVA (CALABARZON)
- Region IVB (MIMAROPA)
- Region V (Bicol)
- Region VI (Western Visayas)
- Region VII (Central Visayas)
- Region VIII (Eastern Visayas)
- Region IX (Zamboanga)
- Region X (Northern Mindanao)
- Region XI (Davao)
- Region XII (SOCCSKSARGEN)
- Region XIII CARAGA
- CAR

Overview



FRAMEWORK



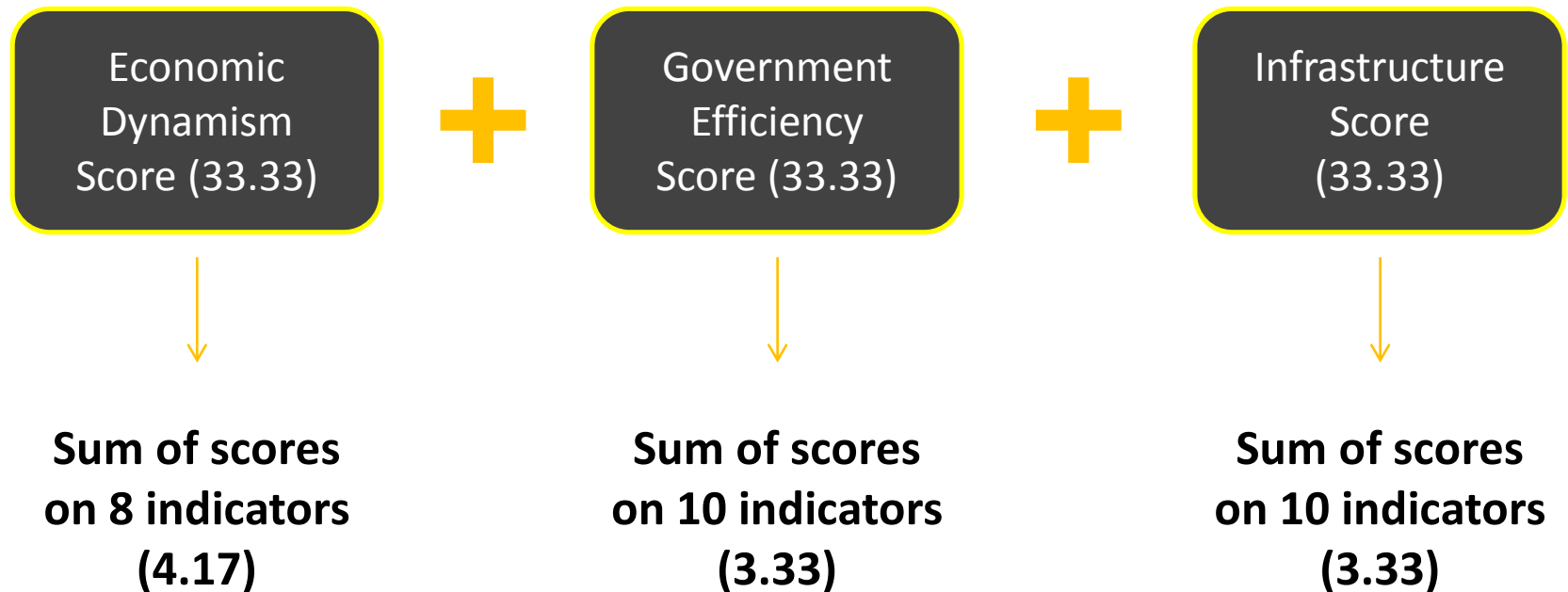
INDICATORS

Economic Dynamism	Government Efficiency	Infrastructure
Size of the Local Economy (Registrations, Capital, Revenue, Permits)	Transparency score in local government performance management system	Existing Road Network
Growth of the Local Economy	Economic Governance Score in LGPMS	Distance of Center to Major Ports
Capacity to Generate Employment	Ratio of LGU collected tax to LGU revenues	Department of Tourism-Accredited Accommodations
Cost of Living	LGU Competition-Related Awards	Health Infrastructure
Cost of Doing Business	Business Registration Efficiency	Education Infrastructure
Financial Deepening	Investment Promotions	Availability of Basic Utilities
Presence of Business and Professional Organizations	Compliance to National Directives for LGUs	Annual Investment in Infrastructure
Productivity	Security	ICT Connectivity
	Health	No. of ATMs
	Schools	Public Transport Vehicles

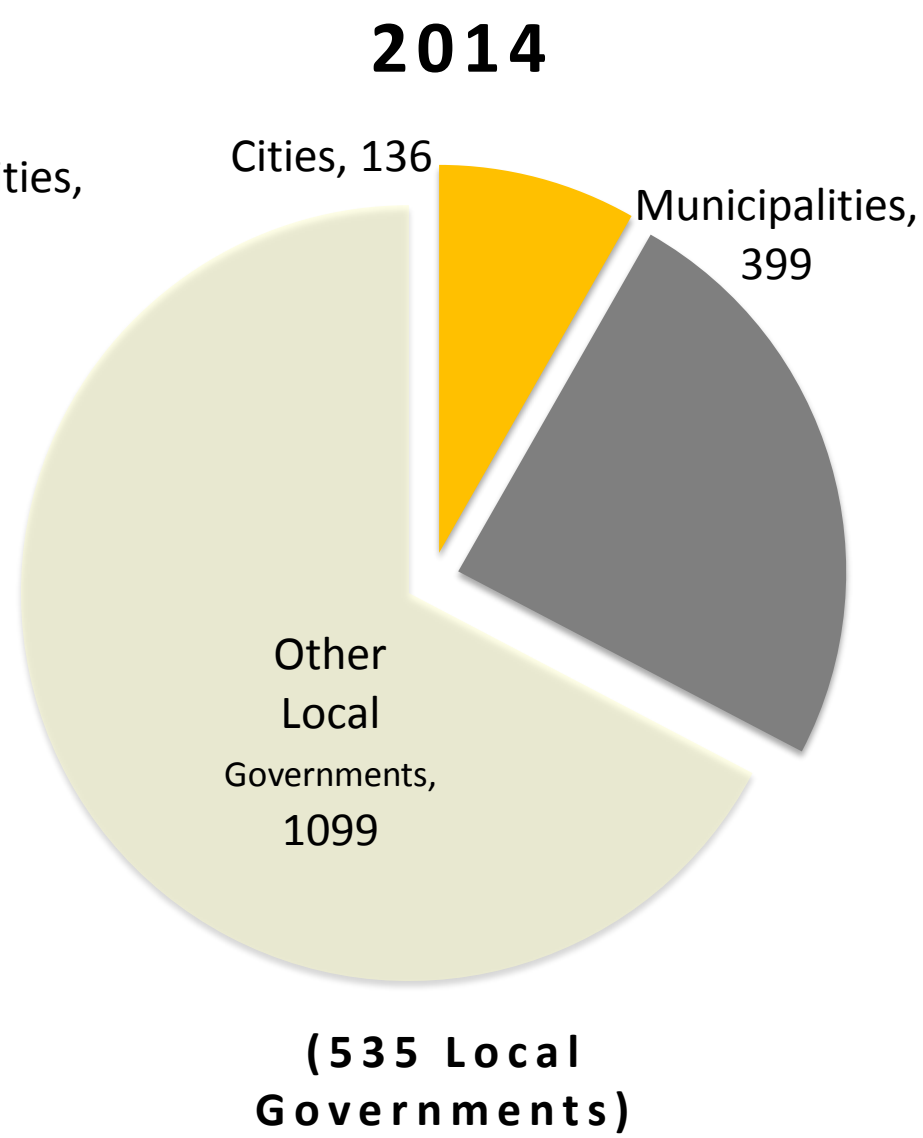
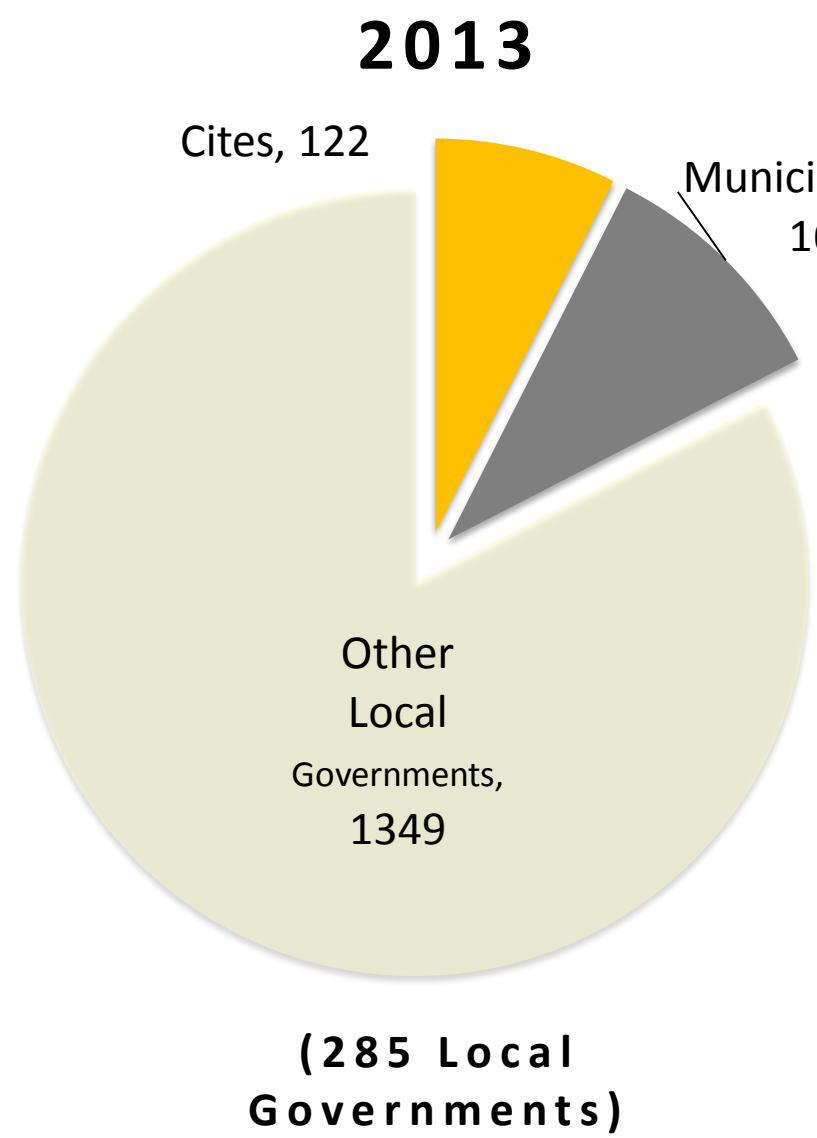
SCORING

- Separate rankings were made for cities and municipalities.

OVERALL COMPETITIVENESS RANKING =



LOCAL GOVERNMENTS COVERED: 2013 vs 2014



* Out of 1,634 local governments in the Philippines

CITIES AND MUNICIPALITIES COMPETITIVENESS INDEX

2014 RESULTS

MR. GUILLERMO M. LUZ
NCC, Co-Chairman

Top Cities and Municipalities: Economic Dynamism

CITIES

- 1** Parañaque
- 2** Makati
- 3** Manila
4. Naga (Camarines Sur)
5. General Santos
6. Mandaluyong
7. Valenzuela
8. Caloocan
9. Cagayan de Oro
10. Cebu
11. Davao
12. Muntinlupa
13. Butuan
14. El Salvador (Misamis Oriental)
15. Bacolod

MUNICIPALITIES

- 1** Tanza (Cavite)
- 2** General Trias (Cavite)
- 3** San Pedro (Laguna)
4. Carmona (Cavite)
5. Taytay (Rizal)
6. Polomolok (South Cotabato)
7. Sta. Maria (Bulacan)
8. Cuyapo (Nueva Ecija)
9. Pinamalayan (Oriental Mindoro)
10. Puerto Galera (Oriental Mindoro)
11. Kalibo (Aklan)
12. Isulan (Sultan Kudarat)
13. Rodriguez (Rizal)
14. San Mateo (Rizal)
15. Lubao (Pampanga)

Top Cities and Municipalities: Government Efficiency

CITIES

- 1** Naga (Camarines Sur)
- 2** Iloilo
- 3** Angeles (Pampanga)
4. Makati
5. Cagayan de Oro
6. Tagbilaran
7. San Fernando (Pampanga)
8. La Carlota (Negros Occidental)
9. Baguio
10. Laoag
11. Balanga (Bataan)
12. Mati (Davao Oriental)
13. Davao
14. Vigan
15. Pasay

MUNICIPALITIES

- 1** Kalibo (Aklan)
- 2** Tupi (South Cotabato)
- 3** San Mateo (Isabela)
4. Molave (Zamboanga del Sur)
5. Nabunturan (Compostela Valley)
6. Midsayap (North Cotabato)
7. San Luis (Aurora)
8. Odiongan (Romblon)
9. Carmona (Cavite)
10. Sablayan (Occidental Mindoro)
11. Tigaon (Camarines Sur)
12. Roxas (Isabela)
13. Surallah (South Cotabato)
14. Agoo (La Union)
15. T'boli (South Cotabato)

Top Cities and Municipalities: Infrastructure

CITIES

- 1** **Davao**
- 2** Cagayan de Oro
- 3** Marikina
4. Makati
5. Cebu
6. Quezon City
7. Iloilo
8. Angeles (Pampanga)
9. Pasay
10. Manila
11. Valenzuela
12. Iriga (Camarines Sur)
13. Parañaque
14. Dasmariñas (Cavite)
15. Muntinlupa

MUNICIPALITIES

- 1** Daet (Camarines Norte)
- 2** Rodriguez (Rizal)
- 3** Paniqui (Tarlac)
4. Argao (Cebu)
5. Nabunturan (Compostela Valley)
6. Taytay (Rizal)
7. General Trias (Cavite)
8. Donsol (Sorsogon)
9. Manolo Fortich (Bukidnon)
10. Silang (Cavite)
11. Lala (Lanao del Norte)
12. Lubao (Pampanga)
13. San Jose (Antique)
14. Cuyapo (Nueva Ecija)
15. San Mateo (Rizal)

OVERALL COMPETITIVENESS

TOP CITIES

- 1** Makati
- 2** Cagayan de Oro
- 3** Naga (Camarines Sur)
4. Davao
5. Marikina
6. Iloilo
7. Cebu
8. Manila
9. Valenzuela
10. Parañaque
11. Pasay
12. General Santos
13. Mandaluyong
14. Angeles (Pamapanga)
15. Baguio

TOP MUNICIPALITIES

- 1** Daet (Camarines Norte)
- 2** General Trias (Cavite)
- 3** Kalibo (Aklan)
4. Carmona (Cavite)
5. Nabunturan (Compostela Valley)
6. Lubao (Pampanga)
7. Isulan (Sultan Kudarat)
8. Polomolok (South Cotabato)
9. Manolo Fortich (Bukidnon)
10. Taytay (Rizal)
11. Angono (Rizal)
12. Midsayap (North Cotabato)
13. Tupi (South Cotabato)
14. Paniqui (Tarlac)
15. Polangui (Albay)

Cities and Municipalities Competitiveness Index

Find your Local Government

National Competitiveness Council | Philippines

HOME RANKINGS INFOGRAPHICS ABOUT THE INDEX ABOUT THE RCC DOWNLOAD GALLERY DIRECTORY

#1

MOST COMPETITIVE CITY MAKATI CITY National Capital Region

Categories	Rank/136	Score
Overall Competitiveness	1	53.2/100
Economic Dynamism	2	17.2/33.3
Government Efficiency	4	21.0/33.3
Infrastructure	4	15.0/33.3



The Cities and Municipalities Competitiveness Index

is an annual ranking of Philippine cities and municipalities developed by the National Competitiveness Council through the Regional Competitiveness Committees (RCCs) with the assistance of the United States Agency for International Development. || [About the Index](#)

<http://www.competitive.org.ph/cmcindex/>

Innovation Hubs

- Local hubs and clusters of universities, companies, specialized suppliers, service providers, and associated institutions foster innovation by pooling talent, know-how, research labs, and manufacturing capabilities in a small area

Source: The Global Innovation Index 2013: The Local Dynamics of Innovation

Innovation Hubs for Local Competitiveness

- Building block for national competitiveness
- Establish multiple economic, urban centers
- Provide options for investors to locate and for Filipinos to choose where to live and work



LIVEABLE CITIES DESIGN CHALLENGE 2014

Organizers

APEC2015
National Organizing Council
Philippines



with



Sponsored by:



In partnership with:



Challenge Overview

- City planning and design competition
- Plan cities for a climate-defined future
- Create fun, vibrant, and safe cities – one that people want to live in, work in, invest in, and visit



Why Cities ?

- Cities are main growth centers of population, consumption, resource use, *and* waste
- 63% of our population live in urban areas (2012 *World Population Data Sheet*)
- Cities are growth drivers of the economy, particularly clusters of cities
- When people think of where to live, work, invest, and visit – they think of Cities

Why Design Challenge ?

- The Philippine economy cannot be built on a few cities. We need more urban areas; more drivers.
- More cities mean more opportunities for investments, jobs, wealth creation
- More cities mean greater dispersal of infrastructure and services

Challenge Phases

- Phase 1 – Pacific Cities Sustainability Initiative Forum, Manila, March 11 to 13, 2014
- Phase 2 – July to September, 2014 : Mentoring, Planning, and Design
- Phase 3 – October 2014 : May to July 2014 : Judging

ULI's Climate, Land Use, and Energy Guiding Principles

- Foster a Global Response at the Local Level
- Empower Strategic Regional Coordination. Public and private investments made throughout communities cumulatively define a region's sustainability.
- Reduce GHG Emissions. Greenhouse gas emissions must be reduced in a verifiable manner, as communities and organizations make the transition to a low-carbon economy.
- Conserve Natural Resources by Using Land Wisely.

ULI's Climate, Land Use, and Energy Guiding Principles

- Create Mixed-Use, Mixed-Income Livable Communities.
- Promote Accessibility and Choices in Mobility.
- Track Progress and Explore Feasibility. Define the metrics of community sustainability, measure ongoing performance, and transparently communicate real progress with all stakeholders.
- Cultivate Leadership, Invention, and Entrepreneurship.

10 Principles for Coastal Development



Source : Urban Land Institute

10 Principles for Coastal Development

1. Enhance Value by Protecting and Conserving Natural Systems
2. Identify Natural Hazards and Reduce Vulnerability
3. Apply Comprehensive Assessments to the Region and Site
4. Lower Risk by Exceeding Standards for Siting and Construction
5. Adopt Successful Practices from Dynamic Coastal Conditions
6. Use Market-Based Incentives to Encourage Appropriate Development
7. Address Social and Economic Equity Concerns
8. Balance the Public's Right of Access and Use with Private Property Rights
9. Protect Fragile Water Resources on the Coast
10. Commit to Stewardship That Will Sustain Coastal Areas

Source : Urban Land Institute



AIR

WATER

FOOD

ECOSYSTEM SERVICES & BIODIVERSITY

HOUSES AND BUILDINGS

MOBILITY AND ACCESSIBILITY

CONSUMPTION

WASTE & SINKS

ENERGY

CLIMATE MITIGATION

CLIMATE ADAPTATION

GOVERNANCE & CITIZENSHIP

RESILIENCE

Competition Categories

A Government Center : complex of government buildings which are designed to be disaster-resistant (e.g., able to withstand designated limits of wind velocity, floods, and earthquakes, etc.) and the awareness and education program to make people aware and better prepared for disaster risk reduction.

- Hazard-free complex
- Designed to serve the public in pre- and post-disaster phases
- Buildings must serve a primary purpose as a public service facility (say, a school or hospital or office building) and a secondary purpose during disasters (say, an evacuation shelter or command post).
- They must be designed to be the last remaining building in operation, with full back-up power, water, telecommunications, and other capabilities when all other buildings are down.
- Government Center may be in contiguous area or may be scattered over different pockets or zones within city limits and accessible to a majority of the city's population.

Competition Categories

An APEC Meeting venue : a Liveable City plan covering an APEC meeting venue. The site need not cover an entire city but must at least cover an area surrounding an APEC meeting venue (e.g., hotel and convention facility) plus access and routes to other events and functions and to the airport.

- Plan must include amenities which make attendance at an APEC meeting enjoyable for delegates and city residents, without causing inconvenience to local residents.
- It should capture the soul and spirit of a city and be designed to be a permanent fixture of the city, thus creating the start of a transformation into a Liveable City in 3 to 5 years.
- The design must encompass disaster-risk reduction principles as well as an effective disaster evacuation plan for those working in the area during an APEC meeting.

Benefits of competing – the reward

- Good designs attract attention
- Good designs can be funded (e.g., national budget, local budget, private sector, etc.)
- Good designs put your city on the map
- Best designs may be eligible and considered by USAID for multi-year technical assistance projects under Project SURGE

Asheville, North Carolina



London



Paris



Barcelona



Seoul



Milan



San Francisco, California



Vienna, Austria



Haifa, Israel



Auckland



Melbourne



Sydney



Toronto



Taguig City



Makati City





PARTICIPATING CITIES

City Government/Evacuation Center

APEC Meeting Venue

A map of the Philippines with various cities labeled. Cities marked in red are: CITY OF SAN FERNANDO, L.U.; OLONGAPO CITY; VALEZUELA CITY; ROXAS CITY; TACLOBAN CITY; ORMOC; BAYBAY CITY; CAGAYAN DE ORO CITY; and ZAMBOANGA CITY. Cities marked in green are: ANGELES CITY; MARIKINA CITY; LEGAZPI CITY; ILOILO CITY; BACOLOD CITY; CEBU CITY, and BAYBAY CITY.

CITY OF SAN
FERNANDO, L.U.

OLONGAPO CITY
VALEZUELA CITY

ANGELES CITY
MARIKINA CITY

LEGAZPI CITY

ROXAS CITY
ILOILO CITY
BACOLOD CITY
CEBU CITY

TACLOBAN CITY
ORMOC
BAYBAY CITY

CAGAYAN DE ORO CITY
ZAMBOANGA CITY



AWARDEES

Government Evacuation Center



APEC Meeting Venue



FINALISTS

- Valenzuela City
- Zamboanga City
- Roxas City

FINALISTS

- Cebu City
- Legazpi City

CDO City Evacuation Project

[CDO Liveable City AVP](#)