

## FUNCTIONAL STATEMENT, OBJECTIVES AND EXPECTED RESULTS

Office/Department : **INVESTMENT AND TRADE PROMOTION OFFICE**  
 Budget Year: : **2012**

### I. FUNCTIONAL STATEMENT

Generate gainful employment and sustained growth for Naga City.

Perform such other functions as mandated by the Local Government Code.

### II. OBJECTIVES

1. Enhance awareness of the investment potentials of Naga, especially in priority sectors (commercial development, IT enabled services, tourism)
2. Generate investment pledges and actual investment
3. Facilitate investor registration and other needs.
4. Design and implement programs, projects and activities to spur the development of specific priority industries.
5. Approve, register and monitor investments qualifying under the 1997 Investment Incentives Code
6. Open up markets for existing enterprises.

### III. PROJECTS/ACTIVITIES

| Reference Code<br>(1) | Program/Projects/Activity<br>(2)  | Cost<br>(3)  | Performance Output Indicator<br>(4)          | Annual Targets<br>(5)      | Implementation Schedule  |                           |
|-----------------------|---|--------------|--|----------------------------|--------------------------|---------------------------|
|                       |   |              |  |                            | From<br>(6)              | To<br>(7)                 |
| 8853-1-1              | 1. Investment Marketing<br>a. Marketing materials preparation and promotion<br>b. Conduct of investment<br>i) Bicol business week<br>ii) Great Naga Sale  | 400          | Put Naga on the investment radar screen      | 1<br>1                     | Jan<br>Apr<br>Jul<br>Apr | Dec<br>Jun<br>Sept<br>Jun |
| 8853-1-2              | c. Creative industry development activities(revised priority sector, from just animation;creative industry covers visual arts and design (including printed and new media) and design and creative services (including engineering,architecture,games development,etc.) | 300          |  | 200<br>Media presentations | Jan                      | Dec                       |
| 8853-1-3              | 2. Investment Generation<br>a) Operation of Manila liaison Office   | 300          | Bring in actual investments and pledges      | 50 new                     | Jan                      | Dec                       |
| 8853-1-4              | 3. Investment Facilitation  |              | Easier entry/registration of new investments | 100                        | Jan                      | Dec                       |
|                       | <b>TOTAL</b>  | <b>1,000</b> |  |                            |                          |                           |