



Republic of the Philippines  
PROVINCE OF PANGASINAN  
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## OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY

# CERTIFICATION

TO WHOM IT MAY CONCERN:

*THIS IS TO CERTIFY that at the regular (web-based/online) session duly constituted of the Sangguniang Panlalawigan, Province of Pangasinan, held on January 27, 2025, the following provincial ordinance was approved:*

Authored by SP Member Jerry Agerico B. Rosario

### PROVINCIAL ORDINANCE NO. 342-2025

**AN ORDINANCE INSTITUTIONALIZING THE PARTICIPATION OF MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) IN THE MANILA FAME, IFEX ACTIVITIES, AND OTHER SIMILAR TRADE EXPOSITIONS, AND APPROPRIATING FUNDS THEREFOR**

**WHEREAS**, the Micro, Small, and Medium Enterprises (MSMEs) sector plays a vital role in our economy, providing employment, fostering innovation, and contributing significantly to economic growth;

**WHEREAS**, the Provincial Government of Pangasinan recognizes the importance of showcasing Pangasinan's unique products and services on national and international platforms to enhance market access, promote local industries, and attract investment;

**WHEREAS**, Manila FAME, as the Philippines' premier design and lifestyle sourcing event, features premium quality artisanal products for the home, interiors, fashion, and modern living. This event not only attracts global buyers and exhibitors but also serves as a vital platform for Filipino craftsmanship and creativity. Participating in Manila FAME provides unparalleled exposure to international markets and the opportunity to create valuable business connections. The Manila FAME serves a significant platform for promoting local products, fostering international trade opportunities, and enhancing the competitiveness of MSMEs;

**WHEREAS**, the International Food Exhibition (IFEX Philippines) stands as the country's leading trade promotion initiative, dedicated to propelling the domestic food industry onto the global stage. More than just an event, IFEX serves as a dynamic platform that connects Philippine exporters with international markets, fostering a spirit of culinary innovation. Its comprehensive program includes both physical and digital trade shows, interactive B2B platforms, advanced digital marketing strategies, a vibrant online community, and an innovative product development program. As a key component of FOOD Philippines, IFEX exemplifies excellence and is carefully curated by the Center for International Trade Expositions & Missions (CITEM):

RAMON V. GUICO III  
Governor

MARK RONALD DG. LAMBINO  
Vice Governor/Presiding Officer

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**WHEREAS**, institutionalizing the participation of MSMEs in these activities and other similar trade expositions would ensure consistent support and development of local enterprises, enabling them to compete in both domestic and international markets;

**WHEREAS**, Pangasinan Governor Ramon “Mon-mon” V. Guico III with the Sangguniang Panlalawigan expresses his support for international ventures, aiming to elevate the profile of local enterprises on the global stage.

**NOW, THEREFORE**, on motion of SP Member Jerry Agerico B. Rosario, duly seconded, it was -

*Be it ordained by the Sangguniang Panlalawigan of Pangasinan in session duly assembled:*

**SECTION 1. Title.** - This Ordinance shall be known as the “MSME Participation in Trade Expositions Ordinance of Pangasinan.”

**SECTION 2. Declaration of Policy.** – It is hereby declared the policy of the Provincial Government of Pangasinan to foster development by enhancing productivity and competitiveness and develop local industries, and shall assist MSMEs to produce sophisticated and diverse products and institutionalize the participation of MSMEs in National and International trade expositions, such as but not limited to the Manila FAME, IFEX, and other similar events, to promote the growth and development of local enterprises.

**SECTION 3. Institutionalization of MSME Participation.** – The Provincial Government of Pangasinan, through the Provincial Governor’s Office duly assisted by the Provincial Economic Development and Investment Promotion Office (PEDIPO) and the Pangasinan Public Employment Service Office (Pangasinan PESO) and in coordination with the Department of Trade and Industry Pangasinan and Pangasinan MSME Development Council, shall ensure the consistent participation of qualified MSMEs in the Manila FAME, IFEX, and other similar trade expositions.

**SECTION 4. Functions of the Provincial Economic Development and Investment Promotion Office (PEDIPO)** – The PEDIPO shall have the following functions:

- I. Facilitate, prepare, coordinate and execute economic development and investment promotion policies, programs, projects and activities for Micro, Small and Medium Enterprises.
- II. Facilitate and promote activities on local economic development, establishment of support mechanisms for the growth of Micro, Small and Medium Enterprises.





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**SECTION 5. Functions of the Pangasinan Public Employment Service Office (Pangasinan PESO).** – The Pangasinan Public Employment Service Office shall have the following functions:

- I. Ensure prompt delivery of employment facilitation and assistance of labor services needed by Micro, Small, and Medium Enterprises.
- II. Provide timely and relevant information on the labor market and DOLE programs that can be availed by Micro, Small and Medium Enterprises.

**SECTION 6. Functions of the Pangasinan MSME Development Council.** – The Pangasinan MSME Development Council shall have the following functions:

- I. Assist the Provincial Governor's Office duly assisted by the Provincial Economic Development and Investment Promotion Office and the Pangasinan Public Employment Service Office in identifying and recommending qualified MSMEs for participation in trade expositions.
- II. Coordinate with the DTI and other relevant agencies to ensure the proper evaluation, identification, preparation and representation of MSMEs in these events.
- III. Monitor and evaluate the outcomes and impacts of MSME participation in these events and submit regular reports to the Sangguniang Panlalawigan.

**SECTION 7. Functions of the Department of Trade and Industry (DTI).** – The DTI shall have the following functions:

- I. Identify and recommend qualified MSMEs from the province for participation in national and international trade expositions.
- II. Provide technical assistance and guidance to MSMEs in preparing for and participating in national and international trade expositions.
- III. Provide necessary support and capacity-building activities to enhance the competitiveness of MSMEs in trade expositions.
- IV. Collaborate with other government agencies and private sector partners to maximize the benefits of MSME participation in these events.

**SECTION 8. Appropriation of Funds.** – The amount necessary for the initial implementation of this Ordinance shall be charged against the current year's appropriations of the Province of Pangasinan. Thereafter, the funding of which shall be included in the annual Appropriation Ordinance of the Province. The Provincial Government of Pangasinan shall allocate the necessary funds in its annual budget to support the participation of MSMEs in the aforementioned trade expositions.

**SECTION 9. Monitoring and Evaluation.** – The Provincial Economic Development and Investment Promotion Office and the Pangasinan Public Employment Service Office shall regularly monitor and evaluate the participation of MSMEs in these trade expositions and submit an annual report to the Sangguniang Panlalawigan detailing the outcomes and impacts of such participation.





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**SECTION 10. Separability Clause.** – If any provision of this Ordinance is declared invalid or unconstitutional, the other provisions not affected thereby shall remain in full force and effect.

**SECTION 11. Repealing Clause.** – All ordinances, resolutions, executive orders, and other issuances or parts thereof which are inconsistent with this Ordinance are hereby repealed or modified accordingly.

**SECTION 12. Effectivity.** – This Ordinance shall take effect immediately upon its approval.

CERTIFIED BY:

**VERNA T. NAVA-PEREZ**  
*Secretary to the Sanggunian*

ATTESTED:

**MARK RONALD DG. LAMBINO**  
*Vice Governor*  
*(Presiding Officer)*

APPROVED:

**RAMON V. GUICO III**  
*Governor*

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