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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. 343-2025

AN ORDINANCE ESTABLISHING THE MSME TRADE, INVESTMENT AND EXPOSITION CENTER IN THE PROVINCE OF PANGASINAN

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 deems the importance of showcasing Pangasinan MSME's unique products and services to enhance market access, promote local industries, and attract tourism and investment;

WHEREAS, the Provincial Government of Pangasinan recognizes the need to establish a sourcing center, to feature premium quality artisanal and handicraft products; to display and exhibit Pangasinan craftsmanship, innovation and creativity. Participating in Manila FAME provides unparalleled exposure to international markets and the opportunity to create valuable business connections. The Manila FAME (Food and Agriculture Marketing Expo) serve as significant platforms for promoting local products, fostering international trade opportunities, and enhancing the competitiveness of MSMEs;

WHEREAS, the center shall provide information regarding the investment environment and opportunities, conduct promotional work and guide entrepreneurs for sources of capital and technology, and connect the Pangasinan MSME exporters with international markets and buyers;

WHEREAS, the establishment of a MSME trade, investment, and exposition center in the Province of Pangasinan would ensure consistent support and development of local enterprises, enabling them to compete in both domestic and international markets;

RAMON V. GUICO III
Governor

MARK RONALD DG. LAMBINO
Vice Governor/Presiding Officer

SHIELA MARIE F. BANIQUED
Sangguniang Panlalawigan Member
(Presiding Officer Pro Tempore)

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Secretary to the Sanggunian



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WHEREAS, Provincial Governor Ramon “Mon-mon” V. Guico III, together with the Sangguniang Panlalawigan, expresses his support for international ventures, aiming to elevate the profile of local MSMEs not only nationally but also 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 “ORDINANCE ESTABLISHING THE MSME TRADE, INVESTMENT AND EXPOSITION CENTER IN THE PROVINCE 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 to assist MSMEs to produce innovative, sophisticated and diverse products and establish the MSME trade, investment and exposition center in the province of Pangasinan.

SECTION 3. Establishment of a Trade, Investment and Exposition Center in the Province of Pangasinan for MSME. – The Provincial Government of Pangasinan, through the Provincial Governor’s Office duly assisted by the Provincial Economic Development and Investment Promotion Office and in coordination with the Department of Trade and Industry Pangasinan and Pangasinan MSME Development Council, shall establish the Pangasinan Trade, Investment and Exposition Center or “Grand Ultratrade and Investments Coordination Office”.

SECTION 4. Functions of the MSME Trade, Investment, and Exposition Center. – The MSME Trade, Investment, and Exposition Center shall have the following functions:

- I. Provide a venue for MSMEs to showcase their products and services to potential buyers, investors, and partners.
- II. Facilitate networking opportunities among MSMEs, government agencies, financial institutions, and other stakeholders.
- III. Offer business development services, including training, mentoring, and access to financing, in collaboration with the Pangasinan MSME Development Council, the Pangasinan Economic Development and Investment Promotion Office (PEDIPO), and the Department of Trade and Industry (DTI).
- IV. Host regular trade fairs, expositions, and investment forums aimed at promoting Pangasinan’s local products and attracting investments.



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SECTION 5. Officers and Functions of the MSME Trade, Investment, and Exposition Center– The MSME Trade, Investment, and Exposition Center shall have the following functions:

- I. Center Manager - Oversee the day-to-day operations of the Center, ensuring that all facilities and services are functioning effectively and efficiently. The Center Manager shall report directly to the MSME Development Council.
- II. Exhibition Coordinator - Manage the scheduling, planning, and execution of exhibitions, trade fairs, and other events at the Center. The Exhibition Coordinator shall work closely with MSMEs to ensure successful participation in events.
- III. Marketing and Promotions Officer - Develop and implement marketing strategies to promote the Center's activities, attract visitors, and increase participation in events. This officer shall also coordinate with media outlets and other promotional partners.
- IV. Administrative and Finance Officer - Handles administrative tasks, including budget management, fund allocation, and coordination with suppliers and contractors. The officer shall ensure that all financial transactions are transparent and in compliance with government regulations.

SECTION 6. 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.

SECTION 7. Functions of the Pangasinan MSME Development Council. – The Pangasinan MSME Development Council shall have the following functions:

- I. Assist the Provincial Governor's Office and the Provincial Economic Development and Investment Promotion Office in identifying and recommending qualified MSMEs to display and showcase their products.
- II. Coordinate with the DTI and other relevant agencies to ensure the proper preparation and presentation of MSMEs in the Center.
- III. Monitor and evaluate the outcomes and impacts of MSME participation in the Sangguniang Panlalawigan.



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SECTION 8. 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 who can display and showcase their products.
- II. Provide technical assistance and guidance to MSMEs in preparing for and participating in 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.

SECTION 9. 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 budget of the Province. The Provincial Government of Pangasinan shall allocate the necessary funds in its annual budget to establish the Pangasinan Trade, Investment and Exposition Center or "Grand Ultratrade and Investments Coordination Office".

SECTION 10. Monitoring and Evaluation. – The Provincial Economic Development and Investment Promotion Office shall regularly monitor and evaluate the performance of MSMEs and submit an annual report to the Sangguniang Panlalawigan detailing the outcome and impact of the Center.

SECTION 11. 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 12. 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 13. 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:

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