

Key business highlights



450
No. of banks
(provincial)



1,155
No. of primary and
secondary schools



36 No. of ecozones

28 IT Parks and Center Ops
4 Manufacturing

3 Tourism economic
1 Agro-industrial



1.8m Provincial tourist arrivals
62% Local tourists
38% Foreign tourists

8,220
No. of hotel rooms
29% First class to De luxe

2,419
No. of resort rooms
38% A to AAA classification

Tourist destinations

- Basilica del Santo Nino
- Cabu Taoist Temple (Mactan)
- Cebu Metropolitan Cathedral
- Jumalon Museum
- Cathedral Museum of Cebu
- Museo Sugbo
- Sinulog Festival
- Magellan's Cross
- Fort San Pedro
- Temple of Leah
- Casa Gorordo Museum
- Mactan beach

* Data pertains to provincial –
entire Cebu Island

Sources

- Cebu Investment Promotions Center
- Commission on Audit
- Department of Education, Cebu
- Department of Tourism 2015
- Department of Trade and Industry
- Metro Cebu Development and Coordinating Board
- National Wages and Productivity Commission 2016
- Philippine Economic Zone Authority
- Philippine Statistics Authority 2015
- Public-Private Partnership Center



Contact us

www.pwc.com/ph/vismin

Alex B. Cabrera

+63 (2) 845 2728 Ext. 2002
alex.cabrera@ph.pwc.com

Aldie P. Garcia

+63 (2) 845 2728 Ext. 3078/3118
garcia.aldie@ph.pwc.com

Brando C. Cabalsi

+63 (2) 845 2728 Ext. 3060
brando.cabalsi@ph.pwc.com

Rose Dale M. Ando

+63 (32) 233 5020
rose.dale.m.ando@ph.pwc.com

Karen Patricia A. Rogacion

+63 (2) 845 2728 Ext. 3089
karen.patricia.rogacion@ph.pwc.com

Shalla Anne Deymos-Quiling

+63 (2) 845 2728 Ext. 2061
shalla.anne.deymos-quiling@ph.pwc.com

Eloisa Fe J. Lusotan

+63 (2) 845 2728 Ext. 3021
eloisa.fe.j.lusotan@ph.pwc.com

© 2017 Isla Lipana & Co. All rights reserved.

Isla Lipana & Co. helps organisations and individuals create the value they're looking for. We're a member of the PwC network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, tax and advisory services. Tell us what matters to you and find out more by visiting us at www.pwc.com/ph.



Isla Lipana & Co.

Metro Cebu
Building Better
VisMin

Metro Cebu

Carcar, Cebu, Compostela, Consolacion, Cordova, Danao, Lapu-Lapu, Liloan, Mandau, Minglanilla, Naga, San Fernando and Talisay

1,063 km²
Land area

355 mi
Distance from Manila

2,849,213
Total population
93.5%
Urban population^a

91.5%*
Provincial literacy rate

94.3%*
Provincial employment
rate^a

National/main roads

Ports

PEZA

Airport

80%

Philippine
inter-island
shipping
capacity



METRO CEBU

Priority investment areas

IT/BPO

Manufacturing
Economic zones

Multi-modal integrated
mass public transport

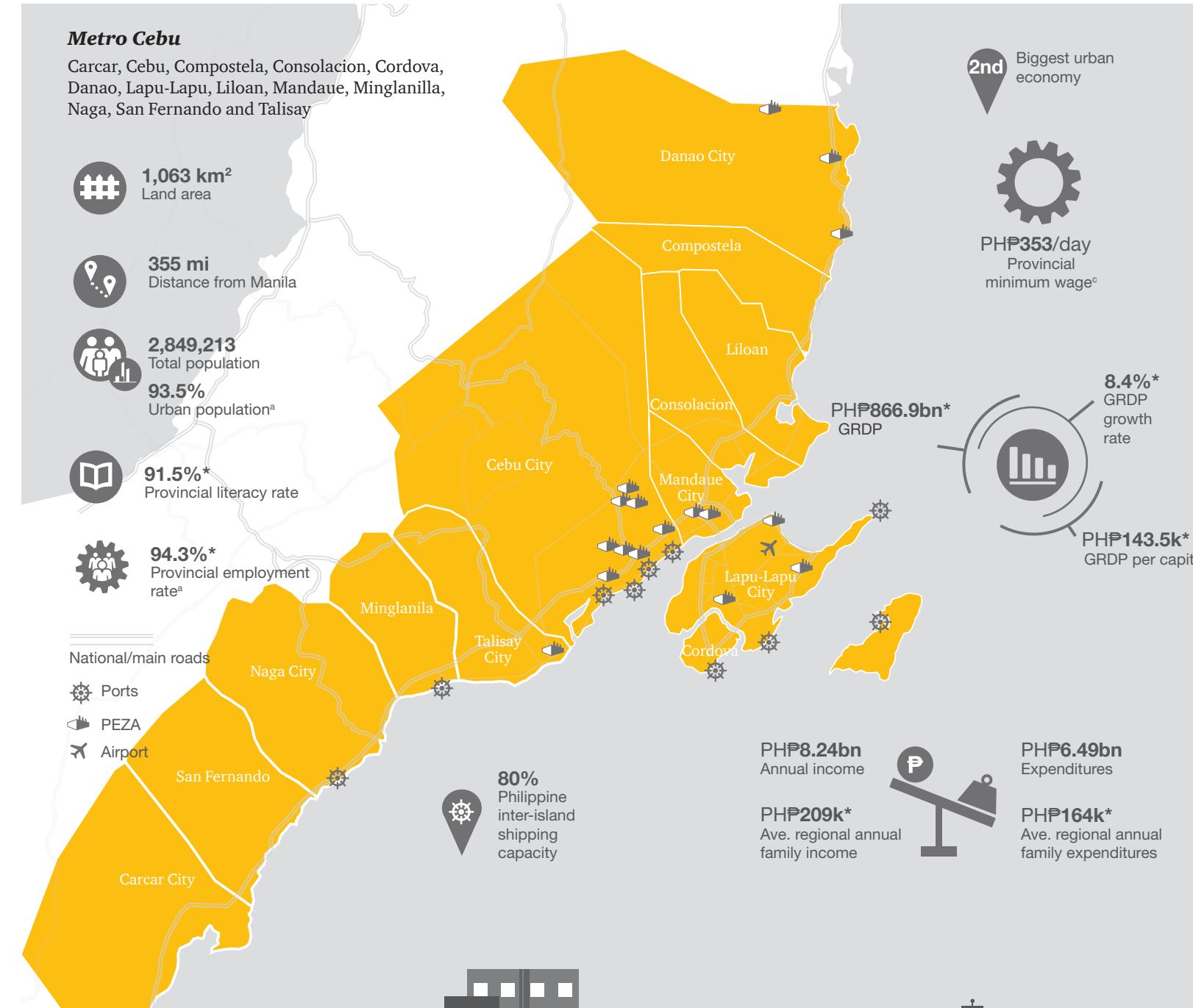
Gateway functions
(airports/ports)

Knowledge process
outsourcing

Eco-tech
products

Research &
development hub

MICE (Meetings,
Incentives,
Conventions,
Expos)



Best ticket projects

Investment opportunities identified by the City Government of Cebu

Infrastructure

PHP 27.9bn
Cebu-Cordova
bridge project

US\$328m
Cebu International
and Bulk Terminal

Transportation

PHP 10.6bn
Bus Rapid Transit
(BRT)

Healthcare provider
PHP 1.5bn
Cebu City Medical
Center

Incentives to qualified investors

PEZA

Exemption from taxes

In lieu, a payment of 5% tax of
total Gross Income

Value added tax zero rating

Other special privileges

- Ownership of equity
- Employment of aliens
- Simplified import & export procedures

Omnibus Investment Code of 1987

Income Tax Holidays

(4-6 yrs.)

Minimum duty on imported capital equipment/spare parts (3% + 10% VAT)

Raw materials incentives - tax credit scheme

- Access to customs bonded
warehouse
- Exemption from PPA charges
- Other non-fiscal incentives

Trade and investment

Infra development pipeline

- 1 PPP Project in the pipeline^g
- PHP 17.5bn Cebu International
Airport Development 30.83%
complete (as of September
2016)

Major economic drivers

- IT & IT-enabled services
- Tourism
- Manufacturing export
(PEZA)

