

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

3 Tourism economic

4 Manufacturing

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



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Metro Cebu

Carcar, Cebu, Compostela, Consolacion, Cordova, Danao, Lapu-Lapu, Liloan, Mandaue, 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

2nd Biggest urban economy



PHP353/day
Provincial minimum wage^e

8.4%*
GRDP growth rate



PHP143.5k*
GRDP per capita

PHP866.9bn*
GRDP

PHP8.24bn
Annual income

PHP209k*
Ave. regional annual family income

PHP6.49bn
Expenditures

PHP164k*
Ave. regional annual family expenditures

Best ticket projects

Investment opportunities identified by the City Government of Cebu

Infrastructure

PHP27.9bn
Cebu-Cordova bridge project

US\$328m
Cebu International and Bulk Terminal

Transportation

PHP10.6bn
Bus Rapid Transit (BRT)

Healthcare provider

PHP1.5bn
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 pipeline⁹
- **PHP17.5bn** Cebu International Airport Development **30.83%** complete (as of September 2016)

Major economic drivers

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

MIETRO CEBU

Priority investment areas



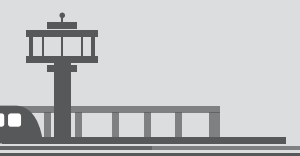
IT/BPO



Manufacturing Economic zones



Multi-modal integrated mass public transport



Gateway functions (airports/ports)



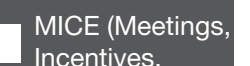
Knowledge process outsourcing



Eco-tech products



Research & development hub



MICE (Meetings, Incentives, Conventions, Expos)