



Magazine of the
General Santos
City Chamber of
Commerce and
Industry, Inc.

THE *Business Link*

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Editor's Note

Welcome to the maiden issue of the official magazine of the General Santos City Chamber of Commerce and Industry Inc., **The BusinessLink**. A brainchild of the GSCCCII Board of Directors with the support of Growth with Equity Mindanao (GEM), the idea for this publication was born from the desire to create a venue for communicating the ideals of the Chamber in particular, and to further the welfare and interests of member companies toward the greater good and uplift of the economy of the city and the nation in general. As the organization's mouthpiece, **The BusinessLink** seeks to reach out to partners in different sectors in the country as well as in other nations to facilitate mutual business benefit, and gain support for the Chamber's goals and programs.

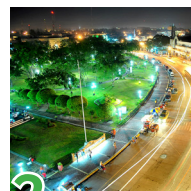
General Santos City has long established its prominence as a major business and tourism destination in the south -- a distinction that is continually nurtured by a steadily expanding production and technological infrastructure, a growing quality human resource pool, strategic proximity to rich agriculture and marine resources, an optimistic multisectoral synergism, a positive business climate, sustained security and stability, as well as favorable climatic conditions all year round.

The Chamber, through **The BusinessLink**, endeavors to articulate this prominence even as the organization encourages productive involvement and active participation in the continuing effort to make General Santos the best business hub it can be, not only for the local constituency but also for its partners and counterparts nationwide and the world over.



Armando Nicolas PJ

What's Inside



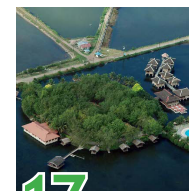
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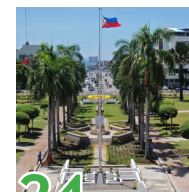
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INVESTMENT PROSPECTS IN GENERAL SANTOS CITY

Basic Facts about Gensan

Date of Creation: July 8, 1968

Enabling Law: Republic Act 5412

City Income: Over Php 1.2 B (2010)

Money in Circulation: 18 Billion

Income Class: Highly urbanized

Land Area: 53,606 ha. (190.3 mi²)

Population: 529,542 (2007 NSO)

Population Growth Rate: 3.53%

No. of Barangays: 26

No. of Households: 115,661

Available Workforce: 365,501 (2010)

Language: English, Filipino, Cebuano, Ilonggo, other dialects

Exports: Tuna, canned pineapple, coconut oil

Markets: USA, EU, Japan, Other Asian Countries, Australia, Canada

Business Center: Commercial hub, trans-shipment area and jump-off point to all tourism destinations and products in SOCSKSARGEN

Brands: Magandang Gensan, Tuna Capital of the Philippines, Land of the Generals, Home of Champions, Wellspring of Winners

Awards and Distinctions

- No.1 in Ease of Starting a Business 2011 (DBPO)
- Most Outstanding PNP Unit in the Philippines 2011 (PNP National Office)
- Best Tourism Week/Month Celebration 2010 and 2011 (ATOP)
- Kallangan: Best Tourism Event-Culture & Arts 2009/2011 (ATOP)
- Gensan Eco-Karera: 2010 Best Tourism Event-Sports & Wellness, 2011 2nd Place (ATOP)
- Gregory Dominic Velos-2011 Most Outstanding Tourism Officer in the Philippines (ATOP)
- Most Competitive Mid-Sized City in the Philippines 2007-2008, 2000-2001, 1999-2000 (AIM)

Why Invest in Gensan?

- Gensan is the country's gateway to BIMP-EAGA, which has a market base of over 57.5 M, and Australia's Northern Territory
- Gensan is located within 3-4 hours flight from major ASEAN capitals: 5 direct flights to Manila and 1 daily flight to Cebu
- Gensan is considered as one of the country's logistics and transshipment hubs in the country
- Gensan has a strategic port for the country's fishing industry, and a strategic location with respect to the fishing grounds
- Gensan has favorable climate/land conditions: typhoon-free all year round, fertile soil, evenly distributed rainfall

2011 NEW INVESTMENTS STATUS REPORT (Year Ending 2011)

Main Industry Classification	Capitalization	No. of Approved Permits	Main Industry Classification	Capitalization	No. of Approved Permits
Hotels & Restaurants	368,129,900	114	Info & Communication Technology	31,885,500	102
Wholesale & Retail Trade, Repair of Motor Vehicles, Motorcycles & Personal & Household Goods	246,341,910	640	Electricity, Gas & Water Supply	23,014,246	16
Real Estate & Renting Business Activities	207,189,649	55	Transport, storage & communication	21,435,000	35
Other Community, Social & Personal Services	92,744,110	256	Construction	14,575,000	18
Financial Intermediation	63,808,720	32	Education	10,869,560	3
Manufacturing	63,187,500	45	Agriculture, Hunting & Forestry	9,696,731	7
Fishing	41,650,000	4	Health & Social Works	7,500,000	37
			Non-Metallic Mining & Quarrying	1.00	1
SUBTOTAL	1,083,051,789	1,146	SUBTOTAL	118,976,038	219
Total Capitalization	1,202,577,828		Total Permits	1,365	



Photos by Armando Nicolas PJ



All these allow smooth business operation 24/7 365 days a year.

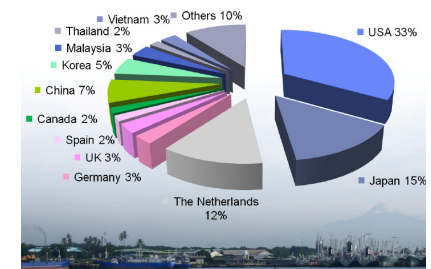
Infrastructure and Accessibility

Airport. The General Santos International Airport is the largest airport in Mindanao. It has a 3,227-metre concrete runway capable of handling wide-bodied jets like Airbus A340 and Boeing 747-400. Six flights to and from Manila and Cebu cities are currently being operated by Philippine Airlines, Airphil and Cebu Pacific Air, servicing an ever increasing demand in the volume

TOP 20 EXPORTS (2010)

Top 20 Exports of 2010			
No	COMMODITY	WEIGHT (KGS)	VALUE (US\$)
1	Canned Tuna	76,295,927.83	188,991,431.73
2	Canned Pineapple	249,896,861.61	157,854,247.26
3	Crude Coconut Oil	101,435,000.00	87,073,496.30
4	Frozen Tuna	9,245,631.90	45,154,257.67
5	Fresh Pineapple	119,836,034.00	43,531,767.85
6	Pouch Tuna	12,427,495.05	42,517,757.15
7	Frozen Whole Tuna	16,854,010.59	30,723,590.47
8	Smoked Fish	1,424,678.88	5,074,125.80
9	Copra Expeller Cake/Meal	41,435,674.00	4,960,261.37
10	Frozen Milkfish	1,203,962.55	4,754,401.93
11	Fresh Tuna	576,677.51	4,461,574.97
12	Fishmeal	2,854,858.00	3,520,395.52
13	Scrap metal	16,446,670.00	2,001,177.30
14	Dried Fruits	415,434.81	1,933,080.73
15	Scrap copper wire slugs	306,490.00	1,908,179.34
16	Cans	723,066.16	1,442,486.48
17	Frozen Roundscad	470,654.82	1,191,616.10
18	Banana chips	582,719.08	878,332.40
19	Frozen broad squid	74,241.14	796,513.35
20	Fresh Asparagus	244,350.40	577,222.64
	Others	6,654,584.23	3,232,202.94
	TOTAL	659,504,822.56	632,378,119.30

TOP EXPORT DESTINATIONS (2010)



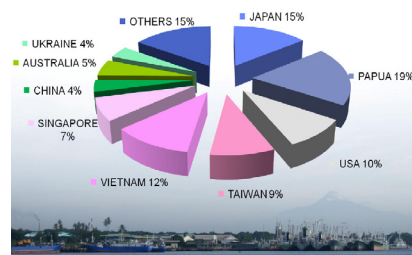
of passenger and cargo traffic to and from the city and the greater SOCCSKSARGEN region.

Wharf. Makar Wharf, about 2 km from the CBD, has a 740-metre docking length and a 19-metre width, which can accommodate up to nine ship berthing positions at the same time. It has modern facilities such as container yards, storage, and weighing bridges. Several shipping companies operate regular inter-island ferry service to and from other major ports in Luzon, Visayas and Mindanao.

TOP 20 IMPORTS (2010)

Top 20 Imports of 2010			
No	COMMODITY	WEIGHT (KGS)	VALUE (PESO)
1	Tuna	76,787,838.00	4,519,661,564.00
2	Templates/tin free steel / coiled rolled steel	28,710,597.00	1,789,600,753.00
3	Rice	54,616,533.00	1,702,042,310.00
4	Copra	42,017,870.00	1,085,070,068.00
5	Hybrid Cornseeds	3,848,594.00	836,277,021.00
6	Kraftliner Board / Semi-corrugated medium	24,220,307.00	436,268,728.00
7	Mackerel	10,918,345.00	275,698,986.00
8	Tincans / Can ends / Easy open ends	2,381,241.00	325,462,273.00
9	Mechanical machinery & Replacement Parts	2,177,020.00	202,678,847.00
10	Plastic Cup / Plastic Bottles	1,342,301.00	235,205,828.00
11	Soyabean oil	3,959,329.00	197,331,175.00
12	Chemicals	1,846,959.00	180,051,187.00
13	Hardware / Truckparts / Tools	11,354,693.00	171,966,346.00
14	Sugar	3,735,480.00	134,518,818.00
15	Feed Wheat	18,024,020.00	111,383,188.00
16	Cattle	1,248,903.00	108,208,461.00
17	Soyabean Meal	4,636,638.00	106,259,430.00
18	Retort Pouch	209,297.00	93,708,281.00
19	Clotted Paper / Paper Board	3,288,284.00	88,968,073.00
20	Copper Wire	244,286.00	89,852,931.00
	Total	295,568,535	12,690,214,268

TOP IMPORT SOURCES (2010)



General Santos City Fishport Complex. The GSC Fishport Complex has deep wharves, cold storage and processing area, port handling equipment, power substation, waste water treatment plant, water supply system, and other facilities. Passed international HACCP/GMP/SSOP standards, accredited by EU/Japan/US.

Other support infrastructure and services:

- Networks of well-paved roads
- Sports Complex
- Reliable Telecommunication System (PLDT, Bayantel, Globe Telecom, Smart Incorporated, Sun Cellular, DOTC/Telof, Marbeltel)

Power supply. Majority of the city's power supply is serviced by the second district of South Cotabato Electric Cooperative (SO-COTECO-II) at the following rates:

- Residential: 6.8179
- Low-Voltage Commercial: 7.0522
- Low-Voltage Industrial: 6.2992
- High-Voltage Industrial: 5.8974
- High-Voltage Commercial: 6.6324

Water supply. General Santos City Water District provides majority of households/other entities with clean and safe potable water from deep well sources. Its water testing laboratory is duly accredited by the Department of Health under the Bureau of Health and Facilities Services (BHFS) with Accreditation No. 200.

Banks. Currently at least 32 commercial banks operate in the city with total currency of at least PHP 18 B in circulation.

Advantages of Doing Business in Gensan

Cost of Doing Business

- Labor: Minimum wage rate of PHP 404 (Metro Manila) vs PHP 255 (Gensan) for non-agri; Labor cost savings for professionals and managerial positions is about 40% lower than in Metro Manila
- Real estate: Office space at Gensan's CBD ranges from PHP120 to 500/m²; residential lots from PHP 1,500 to 6,000/m²
- Basic commodities: quality food is 50% -200% lower in cost than in Metro Manila

Business-Friendly Environment

The General Santos City Investment Code gives fiscal and non-fiscal Incentives to the following investment priority areas:

- Manufacturing Industry
- Agriculture/Fishery/Forestry
- Tourism Development
- Infrastructure Development
- Support Services

Under these incentives, the number of years of exemptions may be granted based on enterprise type:

- Micro Enterprise (PHP 1-3 M capitalization) - Up to 3 years exemption

- SME (PHP 3-100 M capitalization) - Up to 5 years exemption
 - Large Enterprise (PHP 100 M above) - Up to 7 years exemption
- Fiscal Incentives given include full exemption from payment of all local regulatory fees and business taxes, and full payment of real property tax imposed on new improvements based on the GSC Revenue code.

Other Investment Opportunities and Flagship Projects

- Agriculture/Fishery/Forestry - Integrated Food & Transport Terminal
- Manufacturing Industry
- Tourism Development - Klaja Karst Development, Bula Coral Reef Development, Hotels
- Infrastructure Development - Abattoir, Renewable/Solar Energy, Waste Management Facility
- Services - Including IT and IT-Enabled Services/BPO

For more information, contact the CITY ECONOMIC MANAGEMENT & COOPERATIVE DEVELOPMENT OFFICE (CEMDO) General Santos City Investment Promotion Center at Barangay East Hall, Laurel South, Gen. Santos City, Tel. Nos. 083-553-8448 | 554-8338, or the OFFICE OF THE CITY MAYOR-Mayor Darlene Antonino-Custodio, City Hall Building, City Hall Drive, Gen. Santos City 9500, Tel. Nos. 083-552-7321 | 554-4214 | Fax: 083-552-2720.

**In the Land of Promise,
we are doing everything
we can to keep the future bright**

Mindanao is, indeed, the Land of Promise, with its rich culture, industrious people, and flourishing industries. That's why alternative energy sources are necessary to effectively fulfill the growing energy demands, making sure that power shortages do not hamper growth in the land. With your help, we will do all we can to keep progress going. This is our promise to you.



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We are committed
to the highest
standards of
**Sustainable
Development**



Sagittarius Mines, Inc.'s (SMI) Key Sustainable Development achievements in 2011

- We received eight awards for our sustainability practices, including our fourth **Presidential Mineral Industry Environmental Award (PMIEA)**, the highest award given to a mining company in the Philippines for outstanding performance in safety and health, environmental management and community development.
- We contributed approximately **PhP1.8 billion** to the **Philippine economy** through employment, taxes, purchase of local goods and services, community partnerships, sponsorships, donations and public infrastructure spending.
- We publicly released the findings of our **Mine Environmental Impact Assessment (EIA)**, one of the most comprehensive environmental studies ever undertaken in the Philippines. The EIA was developed in line with international standards and further strengthened by feedback from consultations with more than 9,000 stakeholders - an unprecedented level of consultations and dialogue in the country.
- We have granted nancial support for the education of **12,872 students** from all levels.
- We supported the Philippine Government's **National Greening Program** by planting and distributing seedlings to reforest 284 hectares.
- We invested **PhP121 million** in **community development programs**, providing real and long-term benets for local communities.

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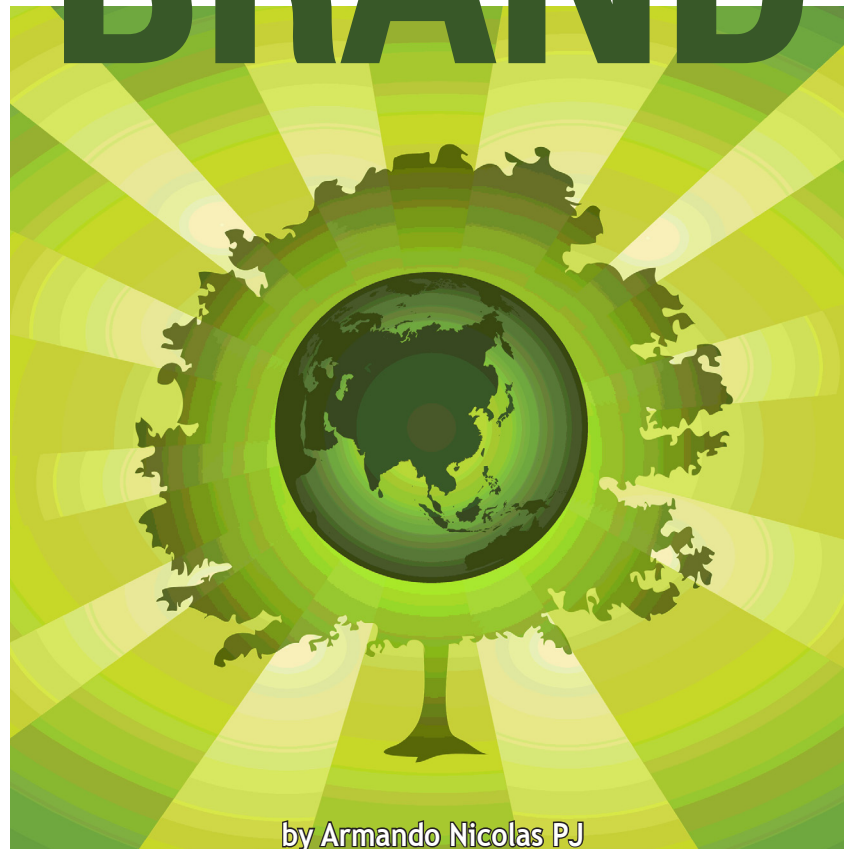


General Santos City's inevitable journey and steady climb to prominence in the domes-

tic and international stage didn't come out of pure luck or chance. It was born from the concerted dreams and the common struggle of a diverse yet connected community – to prevail over the odds, and to achieve the goals it holds most dear.

Gensan, as a brand in itself, has conquered the collective local and global consciousness in the form of the city's own produce, programs, personages, and propaganda as they flowed out of our shores to the world at large. Today, countless people all over the world associate Gensan with high-quality tuna and pineapple, the highly-acclaimed *Kalilangan* and the *Tuna Festival*, the legendary *Manny Pacquiao*, the beautiful *Shamcey Supsup*, and many others that proudly carry the Gensan name. Here witness the rise of the Gensan brand.

The Rise of the Gensan BRAND



by Armando Nicolas PJ

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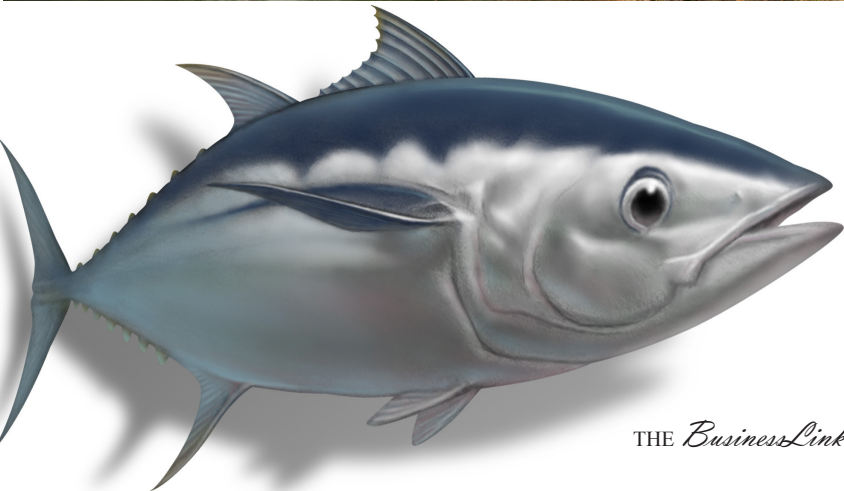
Tuna and Seafood Provider

Being the largest producer of sashimi-grade tuna in the Philippines, General Santos has, since as early as 1970, carried the title "Tuna Capital of the Philippines." Residents boast that fish and seafood do not come fresher than what can be found in their locality, with the fishing industry yielding a total daily capacity of 750 metric tons of fish catch, in the process employing nearly 8,000 workers. A fishport complex with a 750-meter quay and 300-meter wharf, and seven tuna processing plants all provide modern facilities that comply with international standards on fish catch handling, processing, packaging, and distribution.

Gensan pampers its guests with a wide array of tuna dishes and other gastronomic delights. Seafood fresh from the catch and agricultural produce right from the harvest are impeccably matched to create a sumptuous variety of culinary wonders in the city's many restaurants and food establishments.

Agriculture and Livestock Producer

Endowed with a typhoon-free climate, rich volcanic soil, and well-distributed rainfall all throughout the year, General Santos City produces high-value export quality crops such as corn, coconut, pineapple, asparagus, banana, and rice, as well as quality exotic fruits, vegetables and cut flowers. Gensan is also a top producer and exporter of quality livestock such as poultry, hogs, and cattle.



Trade and Commerce Hub

Being the focal component city and center of commerce and trade in Region XII, also known as the SOCCSKSARGEN (South Cotabato, Cotabato City, Sultan Kudarat, Sarangani, and General Santos City) region, and owing to its strategic location and world-class infrastructure and support facilities, General Santos City plays a very significant role in the emergence of the SOCCSKSARGEN region as the country's leading producer of major export-quality commodities. Gensan has registered over 1,500 new medium to large enterprises in 2000, with aggregate investment estimated at PHP 1.9-billion, generating nearly 5,000 new employees in the process. The city is also served by 60 banks (47 commercial banks, 5 savings banks, 7 rural banks and 1 cooperative bank), and is home to Mindanao State University - General Santos (MSU-GSC) and The Notre Dame of Dadiangas University (NDDU), which are both recognized as premier institutions of learning in Mindanao and the Philippines.

Eco-Tourism Destination

Gaining considerable popularity of late is Gensan's Klaja Eco Park, an ecological reservation located 15 kilometers northeast of the central business district in Barangay Conel. The park boasts of the Klaja Karsts, named after *kalaha* (frying pan or wok) on account of the towers of karsts formed millions of years ago that now surround this basin, which, in the process, had cre-

ated waterfalls, rock walls, and caves in the vicinity.

Elevated opposite this area is the camping ground of Nopol Hills, which borders Barangays Conel and Mabuhay on either side. Atop natural view deck, visitors are afforded a scenic panorama of the entire city, as well as the Sarangani Bay and parts of the provinces of South Cotabato and Sarangani. The view of the urban center beneath is even more breathtaking at night when the bright lights of the bustling metropolis seem to shoot up from below.

Klaja offers many opportunities for ecologically friendly adventure – hiking through crystal-clear rivers, scrambling over boulders, rappelling down waterfall walls, climbing vertical rock



faces, watching fruit-eating flying foxes, camping in the wilderness, even learning the indigenous way of cooking with the use of the lowly bamboo.

Outside Klaja, numerous other cities can be had all year round. Gensan, the bustling metropolis, is an urban, provincial hub equipped with modern infrastructure and amenities, endowed with nature's beauty and bounty, and enriched by diverse cultures coexisting in harmony. Several cold spring resorts thrive within the city, and beaches can be reached within minutes from town. (Its own Queen Tuna Park Beach downtown is a far cry from Sydney's Bondi Beach, for example, but ongoing rehabilitation should make it more suitable for locals and tourists alike.) For extra adrenaline rush, a half-hour drive to Siguel River offers pumping water-tubing action. No million-dollar amusement parks here, just nature and people and priceless fun.

Kalilangan, ATOP Best Tourism Event of the Philippines, Culture and Events Category, City Level, 2009 and 2011

General Santos celebrates the ATOP (Association of Tourism Officers of the Philippines) acclaimed Kalilangan



in February each year, marking the city's founding anniversary. *Kalilangan* means festivity or jubilation, "a social gathering marked by the exchange of amenities among traditional leaders, elders, allies and followers." More broadly, Kalilangan projects a dynamic significance as it engulfs the artistic, humane and altruistic aspects of social interaction taking place in a celebration that is both a noble tradition and a complete work of art, nourished and nurtured by rich cultural heritage that has withstood the test of time.

While at the same time opening avenues for enhanced activity in local commerce and the economy, intensified mobilization in tourism and cultural exchange, concerted engagement of governance, education, religious, cultural and other sectors – Kalilangan also showcases a pageantry of unique and colorful ethnic rites, rituals and traditions like marriage celebrations, religious ceremonies, anniversaries, funerals, enthronement of royal dignitaries, thanksgiving and other forms of social, political and economic activities. It is not just an economic activity, but a continuous season of merriment accentuated by sharing of gifts, traditional sports competition, dancing, singing and instrumental rendition and other forms of exhibition games and entertainment.

Tuna Festival, ATOP Best Philippine Festival First Runner-Up, 2009

General Santos City, being the Tuna Capital of the Philippines, holds its thanksgiving festivities in September each year through the Tuna Festival,

alongside the city's charter anniversary. Focusing on its flagship industry, the festival boasts of a grand float parade, street-dancing competition, tuna culinary contest, the annual Tuna Congress, and a host of other shows, fairs, and community activities participated in by different sectors.



Photo by Van Almeria

Notable Personalities with Gensan Roots or Affiliations

Gerald Anderson - Winner of the first season of the Philippine reality television show *Pinoy Big Brother: Teen Edition*, rising to fame through the television series *Sana Maulit Muli, My Girl, Tayong Dalawa, Kung Tayo'y Magkakalayo*, and *Wansapanataym: Rod Santiago's Buhawi Jack*. He currently stars in the top-grossing series *Budoy*.

Manny Pacquiao - A phenomenal rags-to-riches story, a living legend, the first and only professional boxer to win world titles in eight different weight divisions, currently the Congressional Representative of the Province of Sarangani.

Shamcey Supsup - Architect (University of the Philippines *magna cum laude* graduate and top passer of the national architecture licensure examination in July 2011), Miss Philippines-Universe 2011, and Miss Universe Third Runner-Up 2011.

Other Notable Personalities

Nonito Donaire (professional boxer nicknamed *The Filipino Flash*, currently rated by *The Ring* as the number four pound-for-pound boxer in the world),

Rolando Navarette (former Super Featherweight WBC champion), **Melai Cantiveros** (film actress, TV host),

Exquizeyth (first grand champion in ABS-CBN's reality dance competition *U Can Dance*, first runner-up at the *5th World Supremacy Battlegrounds* hip-hop dance competition in Sydney), **Philip Cesar Nadela** (PDA Little Dreamer 2008 grand champion of ABS-CBN's *Pinoy Dream Academy*), **XB Gensan**

(Season 1 grand champion of ABS-CBN's *It's Showtime!*), and **True Colors** (Season 3 *It's Showtime!*)

Local Produce, Global Markets, World-Class Quality



Citra Mina

- "From the pristine waters of the Celebes Sea and the South Western

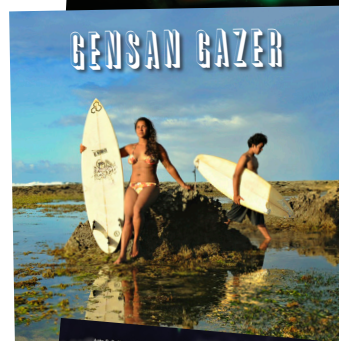
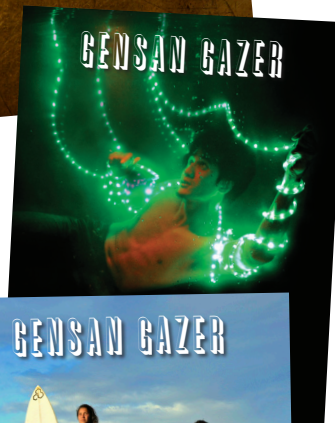
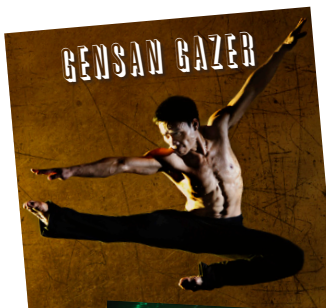
Pacific comes some of the best catch in the world. At Citra Mina, we make sure that it gets to your part of the globe with all its goodness intact." Such is the tagline that encapsulates the soul of Citra Mina, a leading domestic and global provider of fresh, frozen, and value-added tuna and other seafood products such as blue marlin, mahi-mahi, and gindara. Their tuna harvest is done by traditional handline fishing, an eco-friendly method that catches only the target size/species, thus avoiding accidental by-catch of juvenile tuna, turtles, sea birds, sharks, and dolphins.



Dole

Philippines - Dole Philippines, Inc. is a fully

owned subsidiary of US multinational Dole Food Co., which produces fruits, nuts, vegetables, canned pineapple and pineapple-based beverages. Local operations account for more than half of Dole Food Company's total pineapple output; around 95% of total production is exported to Asia, Australia, Europe, and North America. Dole Philippines cultivates 9,600 hectares of pineapple plantation, with another 4,200 hectares



planted by contract growers, all dispersed in the towns of Polomolok, Tupi, T'boli, and Surallah in South Cotabato province, and the municipalities of Maasim and Malungon in Sarangani. The firm is looking at selling more of its products locally over the next couple of years, even as it focuses on improving exports to other major markets in Asia, the Middle East, New Zealand, Australia, the United States, and Europe. "Our domestic market is fairly small — less than 5%. We will increase it when opportunities arise," he said. "We still expect positive growth both for domestic and export markets," he said, adding that the company plans to expand its Mindanao plantation, product line, and other facilities.



RD Corporation - One of the fastest growing companies in the Philippines, RD Corp. has 38 widely diversified business units and

operations in the Philippines, Indonesia, Papua New Guinea, and Australia, holding five fishing companies, namely: RD Fishing Industries Inc., RD Tuna Ventures, Inc., South Sea Fishing Ventures, Phils. Inc., Asia-Pacific Allied Fishing Ventures, Inc., and RD Fishing PNG Ltd. RD's fishing fleet, operating within the rich fishing grounds of the Philippines, Papua New Guinea, and Indonesia, operates 102 vessels (20 catchers, 9 reefer carriers, 6 carriers, 48 rangers/light boats, 1 tanker, 1 tugboat, and other support vessels). The fish holding capacity of the fleet's super seiners ranges from 450 to 1,200 metric tons; while the reefers, 2,800. Its RDEX Food International Phils. Inc., processes fresh, and frozen fish and prawn for export and domestic market.

In the Philippines, RDEX is known for its Tuna Shop, which offers fresh, frozen, and value-added products, as well as canned tuna, milkfish, and prawns.

magandang GenSan!

Gensan, as a brand, does not necessarily come in a patent or trademark, or plastered on a label or marquee. It can take the form of a boxer or beauty queen, a business or organization, product or service, an event or group, an idea or place, even a trademark greeting (the city government's *Magandang GenSan!* campaign) – practically anything, living or otherwise, that we can conceive to exist and thrive in the community at large.

**GENSAN
GAZER** When Gensan Gazer, a small community

magazine with a global following, started to make a name for itself, there were no expensive campaigns or fireworks to herald its rise. Even with total readership spanning over 350 cities across 62 countries and territories (as of July 2012) worldwide, it remains grounded on the community that it stood for in the first place.

Remarked an overseas Filipino worker based in Canary Islands, who only recently started reading the free Gensan Gazer eZines, "Maayo kay naay GG



online karon, maski unsaon murag naa ra gihapon ko sa Gensan." (It's good there's GG on-line now, somehow I feel like I'm home in Gensan.)

Such is the ultimate goal of the Gensan brand – benefitting a need, building ideas, bridging distances, bringing people home. (ANPJ)

T

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JOB CONTRACTING & OUTSOURCING IN GENERAL SANTOS

Job Contracting Under D.O. 18-A

by Atty. Raul Josefino F. Miguel
Director and Legal Counsel, GSCCII

Job contracting or outsourcing has been going on in General Santos for many decades now. This is true in the manufacturing, canning, food processing, real estate, construction, and agriculture sectors. There are many registered contractors in Region XII and in Gensan where majority of the businesses are located.

Some groups have questioned the legality of job contracting especially when the job contracted out pertains to core activities or the main business. In many instances the Supreme Court upholds the validity of job contracting, even of regular jobs, for as long as the (1) the contractor is legitimate, (2) the principal acts in good faith and pursuant to the exigencies of the business, and (3) the parties comply with the regulations.

The Region XII Office XII and the SarGen Field Office of the Department of Labor and Employment (DOLE) have been supportive of legitimate job contracting activities. Even Pres. Benigno Aquino III, in his public pronouncements, recognizes job contracting as a legitimate tool for business survival, competitiveness and advancement. It provides businesses with flexibility, economy, specialized services, convenience, and other advantages.

Still, serious concerns have been raised against job contracting. One is the resort to job contracting to undermine the workers' right to



security of tenure. There are those who engage independent contractors primarily or solely to avoid hiring regular workers. There are also those who find ways to exploit and make illegal job contracting appear legitimate. The Supreme Court is well aware of this unpleasant reality that in a 1976 case it stated, "Businessmen, with the aid of lawyers, have tried to avoid the bringing about of an employer-employee relationship in some of their enterprises because that juridical relation spawns obligations connected with Workmen's Compensation, Social Security, Medicare, minimum wage, termination pay and unionism." Legitimate or not, job contracting makes workers less secure in their jobs because contractors normally hire contractual (not regular) workers to perform their obligations to their clients.

Another serious concern is the existence of fly-by-night contractors who do not really have the financial capacity to operate as independent contractors yet manage to register with DOLE and enter into service agreements with various busi-

nesses. Such contractors simply fly away when sued by their workers or clients, or when there is a judgment ordering them to pay liabilities to workers.

Yet another serious concern is the existence of cooperatives that render service as job contractors but without complying with the requirements of a legitimate contractor. Previous regulations fail to mention co-ops among those required to comply with certain registration and reportorial requirements.

As with regular employment, concern over non-compliance with labor standards and other benefits, and occupational health and safety standards, also persists in job contracting either because contractors are in cut-throat competition, lowering their administrative fees to the point of undermining their capacity to lawfully compensate workers and comply with other legal requirements, or the principals engage dubious but low-charging contractors to save money in order to survive or earn more profit.

The Sub-Regional Arbitration Branch No. XII (in Gensan) and the Regional Arbitration Branch XII (in Koronadal) of the National Labor Relations Commission have in some cases sustained the legality of job contracting. In other cases they declared job contracting as illegitimate and imposed liabilities upon both the contractors and principals. In some cases they declared the cooperatives concerned to be legitimate contractors and in other cases they ruled otherwise and imposed sanctions. The rulings were based on the evidence presented and the facts established in these cases.

To address these concerns and afford better protection to workers, businesses that engage job contractors, and the independent contrac-

tors themselves, DOLE issued on 14 Nov 2011 the Department Order No. 18-A, series of 2011, otherwise known as *Rules Implementing Articles 106 to 109 of the Labor Code, As Amended*. DO 18-A defines permissible and prohibited job contracting and prescribes the registration, reportorial, and operational requirements for legitimate job contracting and subcontracting. It provides more stringent requirements to ensure that only qualified corporations, cooperatives, partnerships and individuals can engage in job contracting or subcontracting.



For job contracting to be considered valid, Section 4 of DO 18-A requires that: (1) the contractor should be duly registered with the Regional Office of DOLE where it principally operates, and it must carry on a distinct and independent business and undertakes to perform the job, work or service on its own responsibility, according to its own manner and method, free from the control and direction of the principal in all matters connected with the performance of the work except as to the results thereof; (2) the contractor has substantial capital or investment; and (3) the Service Agreement with the principal ensures compliance with all the rights and benefits under labor laws. Section 7 of DO 18-A prohibits

contracting out of jobs, works and services that are not done in good faith and not justified by the exigencies of the business.

A finding by competent authority of the existence of *labor-only contracting* (the contractor merely supplies labor, and is not or does not operate as an independent contractor), renders the principal solidarily liable with the contractor to the latter's employees. A finding by competent authority of commission of any of the prohibited activities under Section 7, or violation of the rights of the workers under Section 8, or violation of the requirements on employment contracts and service agreements under Section 9, makes the principal the direct employer of the employees of the contractor or subcontractor.

DOLE should be commended for setting clear criteria and imposing stricter requirements for the registration of contractors under DO 18-A. Previous regulations did not specify how much *substantial capitalization* was, and the Labor Arbiters, the NLRC, Court of Appeals and Supreme Court were left to determine *substantial capitalization* on a case-to-case basis. DOLE now specifies the required capitalization. DO 18-A also expressly includes cooperatives among those who should comply with the rules for contractors. For registration of contractors, DO 18-A requires, among others:

- at least P3,000,000 fully paid-up capital for corporations, partnerships, and cooperatives, and a net worth of at least P3,000,000 for single proprietorships to qualify as contractors;
- conduct of verification inspection, prior to registration, of proof of ownership or lease agreement on

tools, equipment, machineries and work premises actually used by the contractor in the performance of the job, work or service contracted; and

- payment of P25,000 registration fee.

Like its predecessor DO 18 issued on 21 Feb 2002, DO 18-A also requires written employment contract between the contractor and its workers, and a Service Agreement between the contractor and principal. However, DO 18-A requires a standard form for Service Agreement that mandates, among other things, a standard administrative fee of at least 10% of the total contract cost. Fixing the rate of administrative fee should put an end to cut-throat competition resorted to by many contractors and ensure compliance with labor standards and occupational health and safety standards.

Furthermore, under DO 18-A, the Service Agreement must contain a provision on the contractor's financial capacity to pay the wages and benefits of workers using the Net Financial Contracting Capacity (NFCC) formula. NFCC is current assets minus current liabilities multiplied by 10 if contract duration is one year or less (or by 15 if duration is more than one up to two years, or by 20 if duration is over two years) minus the value of all outstanding or ongoing projects including the contracts to be started.

Although it was already prohibited under DO 18, DO 18-A expressly prohibits the pernicious practice of repeated hiring of workers under contracts of short duration or under service agreements of short duration with the same or different contractors. While the Labor Code and its implementing rules already provide for it, DO 18-A spells out in detail the standard of due process and proce-

dures in termination cases.

DO 18-A also provides summary (speedy) administrative remedy in case of violations, like cancellation of registration on the ground of misrepresentation or false statement in the application and documents for registration, violation of labor standards, or occupational health and safety standards, non-submission of semi-annual report, and other violations. It also states clearly the procedure to be followed in cancellation of registration.

The certificates of registration of the majority of the contractors in Gensan and the rest of Region XII were issued under DO 18 and will be expiring in 2014. DO 18-A respects the validity of these certificates of registration. However, upon their renewal, full compliance with DO 18-A is mandated. Likewise, existing service agreements remain valid but renewal thereof and new service agreements have to strictly comply with the requirements of DO 18-A. The P3,000,000 capitalization requirement presents initial difficulty

to some existing and prospective contractors in Region XII.

Some businesses in Gensan and other parts of Region XII will have to think twice before engaging independent contractors because the standard administrative fee of at least 10% of total contract cost might make job contracting more expensive or less viable for them. But over all, and with consistent enforcement, DO 18-A will give better protection to the workers and businesses that engage independent contractors, and will strengthen the contractors and subcontractors that will continue or start to operate because they are assured of a fair return on their investment.

Atty. Miguel is a Magna Cum Laude graduate of the Ateneo De Davao University, College of Law, and national awardee for Most Outstanding Chapter President of the Integrated Bar of the Philippines for 2007-2009. He is the Managing Partner of the Law Firm of Miguel Baliao & Associates.





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GENSAN HOTSPOTS

bars

Babes Bar - One of East Asia Royale Hotel's watering holes, with disco-theque, live music Thu-Fri (2nd Flr, Arcade 1, East Asia Royale Hotel, Gen. Santos, +63-83-5534123 ext. 106)

Cassado Billiard Bar - Pool tables, ice-cold beers, live band, (Grd Flr, Arcade 1, East Asia Royale Hotel, Gen. Santos, +63-83-3028389)

Drill Shack - Aussie staples such as salads, steaks, condom-wrapped beers (Grd Flr, Arcade 1, East Asia Royale Hotel, National Highway, Gen. Santos)

Pahayahay - Live band, ice-cold beers, best live guitar by owner Gifford (Mezzanine, Marietta's Bldg, Magsaysay Ave., Gen. Santos)

Piyesta! KTV and Resto Bar - Super value combo meals, inventive dishes, novelty cocktails, free KTV up to your total bill, friendly staff, *al fresco* heaven (Robinsons Place, Gen. Santos, +63-83-5542139)

Red Rocket Sports Bar - Warm meals and ice-cold beers (Grd Flr, Arcade 2, East Asia Royale Hotel, National Highway, Gen. Santos)

Veranda - Two levels of bars, disco-theques and open-air bistro, very young crowd (National Highway across NDDU campus, Gen. Santos)

V Bar - Longest bar counter in Gensan, great vibe, best music (SunCity Complex, Gen. Santos)

cafés

BluGré Cafe - Next best thing to Starbucks, designer coffees, hot/cold mixes, filling meals (Robinsons Place, Gen. Santos, +63-83-5542177)

BluGré Cafe - Bigger and more relaxing than the one at Robinsons (South Osmeña, Gen. Santos, +63-5521111)

Cafe Amoree - Local gem, great drinks/eats, off city center but worth a visit (Mabuhay Rd, Gen. Santos, +63-83-5542173)



Caffé Firenzo - Gourmet coffees, desserts, sandwiches, pizza, open 24/7 (SunCity Complex, National Highway, Gen. Santos)

Café Mita - Gourmet coffees, pastries, and more! (PG Bldg., National Highway, Gen. Santos)

Coffee Club 101 - Coffee, pasta, desserts (Laurel East, Gen. Santos, +63-83-5535430)

Coffee Club 101 - Gourmet coffees, great place to people-watch and be seen in (Robinsons Place, Gen. Santos, +63-83-5534878)

Coffee Dream - Coffee, sweets and refuge before/after shopping (2nd Flr, KCC Mall, Gen. Santos, +63-83-3018263)

Fagioli Coffee Shop - Great after-hours haunt (Petrón Station, Lagao, National Highway, Gen. Santos, +63-83-552749)

Fagioli Coffee Shop - Private, cozy, perfect mall chill (Grd Flr, KCC Mall, +63-83-5542384)

Kee's Café - Roadhaus Economy Hotel's spacious and trendy café (Aparente St, Dadiangas Heights, Gen. Santos, +63-83-5538888)

Red Ribbon Bakeshop - Cakes, pastries, sumptuous Filipino/Western meal combos (Lower Grd Flr, KCC Mall, Gen. Santos, +63-83-3018388)

hotels



East Asia Royale Hotel - Stone's throw away from the financial district, shopping malls, convention centers, with bars, function rooms, restaurants, business center, 24-hour room service (National Highway, Gen. Santos, +63-83-554123)

Family Country Hotel & Convention Centre - Guest rooms, pools, meeting/banquet halls for 1,000 heads, Cafe Leticia (Mateo Rd, Lagao, Gen. Santos, +63-83-5528895)

Hotel San Marco - Newly built

boutique hotel with 28 elegant rooms, restaurant and bar (Laurel East Ave., Gen. Santos, +63-83-3011818)



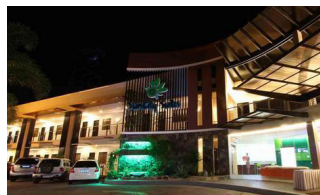
Ice Castle - Centrally located, offers modern rooms, in-house bar and restaurant (Provido Village, City Heights, Gen. Santos, +63-83-5544423)

Phela Grande Hotel - Luxury guest rooms, in-house Meilih Restaurant/Cafe Eduardo (Magsaysay cor. Atis, Gen. Santos, +63-83-5524220)

Residencia Heneral Travelers Inn - Prime location, affordable rooms (RD Bldg, Pioneer Ave., Gen. Santos, +63-83-3020533, +63-922-8420103)

Richeva Gensan Suites - Minimalist-modern, centrally located, quality rooms (11 Sampaguita St, Gen. Santos, +63-83-5540410, +63-919-7936227)

Roadhaus Economy Hotel - Pac-quiao's upscale travelers' hotel with large rooms and cutting edge facilities (Aparente St, Dadiangas Heights, Gen. Santos, +63-83-5538888)



SunCity Suites - Hotel at the heart of upscale and trendy SunCity Complex (National Highway, Gen. Santos, +63-83-5523333)

Sydney Hotel - Centrally located, offers comfortable rooms, restaurants, professional banquet/conference facilities (Pendatun cor. Pioneer, Gen. Santos, +63-83-5525479)



Tierra Montana Hotel - Central location, comfortable rooms, restaurant-

bar, banquet/conference facilities (National Highway beside DHL, Gen. Santos, +63-83-5547733)

resorts

Amandari Cove - Resort-quality accommodations, pool, Cafe Amoree and Avalon Restobar (Dacera, off Mabuhay Road, +63-83-5542654)

A-Montana Resort - Premier waterfront resort with restaurant, hotel and convention services (Brgy Ladal, Alabel, +63-83-8266699/5530110)



Dolores Tropicana Resort - Premier beach resort with restaurant, hotel and convention services (Tambler, Gen. Santos, +63-83-5539350/5520475)



Gensan View Resort - Sun, sky, swimming pool (Nursery Rd, Lagao, Gen. Santos, +63-83-3028237)

Le Jardin Arnevel - Convention halls, swimming pool, 2,000-m² garden, spacious parking area (Mabuhay Rd, Gen. Santos, +63-83-3012513)

Lemlunay Resort - Cliff-top seaside resort with excellent villas, restaurant, bar, pool and worldclass dive site (Tinto, Maasim, +63-920-914 9259 | South Point Divers: southpointdivers.ph)

Merl Garden Spring Resort - Zip-line ride, pool, horseback riding and more (Lahit, Lake Sebu, South Cotabato, +63-919-4577221)

Olaer Spring Resort - Natural springs, lasting city icon (Apopong, Gen. Santos, +63-83-3802345)

Paraiso Verde Resort & Water Park - Modern recreational facility with main attractions Moby Wave Pool, Adventura River Rapids, Freestyle Swim Pool, and Wiggles Kiddie Pool, pavilion, and food court (Gen. Santos Drive, Koronadal, +63-83-2281988, +63-923-8701483)

Rosal Beach Resort - Sun, sky, and white sand beach fun (Gumasa, Glan, Sarangani, +63-920-9212203)

restaurants

Aunt Ludi - Besides gourmet breads, Aunt Ludi serves great burger, pasta and rice meals. (Robinsons Place, Gen. Santos and J&G Propriedad Bldg, Nuñez Street, Gen. Santos)

BigBen Steaks & Grills - Steaks you can always rely on in a homey, central setting, you'd wanna hang out long after the plates are cleared. (Robinsons Place, Gen. Santos, +63-83-3030315)

Bigby's Cafe & Restaurant - Great coffees and sumptuous food platters. Try *Pescado Al Fresco* -- dory in onion sauce! (Robinsons Place, Gen. Santos, +63-83-5520111)

Cafe Verona - Authentic Italian cuisine at Hotel San Marco (Laurel East Ave., Gen. Santos, +63-83-3011818, +63-922-8217332)

C Bistro - Fine Filipino fusion cuisine and great ambience for wine, dining and lounging (Tiongson Arcade, Gen. Santos, +63-83-5523780)

Euro Kitchen - European fare at Gensan prices, imported beers and wines served (1st Flr, Arcade 1, East Asia Royale Hotel, National Highway, Gen. Santos)

Grab-A-Crab - Exciting seafood, crab specialties (Laurel East, Gen. Santos, +63-83-5535430)

Grab-A-Crab - Same Grab-A-Crab vibe, only smaller (Robinsons Place, Gen. Santos)

Gusteau's Restaurant - Fine crab and seafood delicacies (SunCity Complex, Gen. Santos)

The Little Kitchen - Serves European, Oriental and Filipino specialties in Mediterranean-inspired ambience (Cor. Quirino and Zapote, Gen. Santos)

Pablo's Steaks and Crabs - Pablo's has perfected the art of preparing steaks (certified US Angus) (National Highway, Gen. Santos, +63-83-5539298)

Ranchero Grill - Takes native/Filipino/ranch-style food to the next level (National Highway, Gen. Santos, +63-83-5539298)

Red Trellis Seafood Garden - Asian fusion-inspired, chili/black pepper crab to die for (Across NDDU-IBED, Tiongson Ext., Gen. Santos, +63-83-3022722)

Royale Lounge - Relaxing café with minimalist décor, acoustic music Wed-Sat (East Asia Royale Hotel, Gen. Santos, +63-83-5534123)



feeling the bane of burnout in your job or career, and wishing to just take off and backpack your way through the continent? That may be too drastic and time-consuming.

Hungry for an adventure but a bit jaded in the ways of commercial tourism and commodified travel? Without doubt, the industry is a necessity in the 21st century, but you have other alternatives.

Granted you've just about had enough of zigzagging all over the city and the outskirts for the cold springs and beaches, and for a change have taken on whitewater tubing, too. You're off to a good start.

But why not take the trail less traveled in your very own neighborhood, and discover General Santos City' wondrous wilderness, the last frontier of this rapidly growing and fast evolving metropolis?

Enter the highlands of **Klaja Eco Park** -- a rich wilderness of hiking trails, crystal clear rivers, rolling hills, waterfalls, rock walls, camping grounds, caves, forests, and hilltop lookouts -- a green safari of sorts, minus the hunters and the hunted, of course.

Wonders of the Wild

Gensan's Last Frontier Unraveled

Text by Armando Nicolas PJ | Photos by Jing Velos
Based on *Eco-Tourism Profile*, published by CEMCDO/Egai Cadiente, First reprinted in Gensan Gazer V1N7, Sep 2010

DISCOVER...

Conel -- The Japanese forces' last refuge during WWII, a vast stretch of karst formation replete with waterfalls, underwater streams and limestone rock walls.

Mabuhay -- Nopol Hills provide a natural sanctuary for a diverse wildlife, including the endangered *giant golden-crowned flying fox* (golden-capped fruit bat), *Philippine hornbill*, and *wild hog*.

Olympog -- Gensan's summer showcase, where virgin vegetation straddle the vast expanse of undulating hills and plunging ravines.

Upper Labay -- Gensan's cultural centerpiece, home of the *B'laan* tribe, where traditional living is in harmony with nature's ways.

CONEL

Derived from *K'lanel*, native B'laan for turmeric (*kala-wag* in Ilongo and *dulaw* in Cebuano), the name *Conel* stuck as a result of years of misuse by pioneering families from Luzon and Visayas, who came to Gensan and worked hand-in-hand with the indigenous folk to till the land and eke out a living.

Conel, it turns out, is blessed with rock formations, waterfalls and springs. It rightfully serves as a gateway to the vast irregular limestone region replete with sinkholes, underground streams and caverns, an area now known as the Klaja Karsts.

Kalaja Cave -- The Kalaja stands as remnant of reckless destruction of the natural environment in the pursuit of much-fabled hidden treasures. The Japanese forces used this cave as water source, which in turn conjured myths of left-behind treasures and spoils. Interviews with local elders revealed looting of WWII-age trucks, tanks and other war paraphernalia during the 60s and 70s. An underground subterranean cave system, it has a 7x22-meter wide pool about 2-3 meters deep at the entrance. The cave has three rooms about 209 meters long, which ends with a sump. Water from this cave is used as agricultural supplement to nearby farm fields.

Bunga Spring -- Smooth flowing waters abound smack in the middle of the Klaja Karsts. The clearing has a campsite between the mountains and cliffs, which offers a good view of the solar panel system, especially during night time. Locals

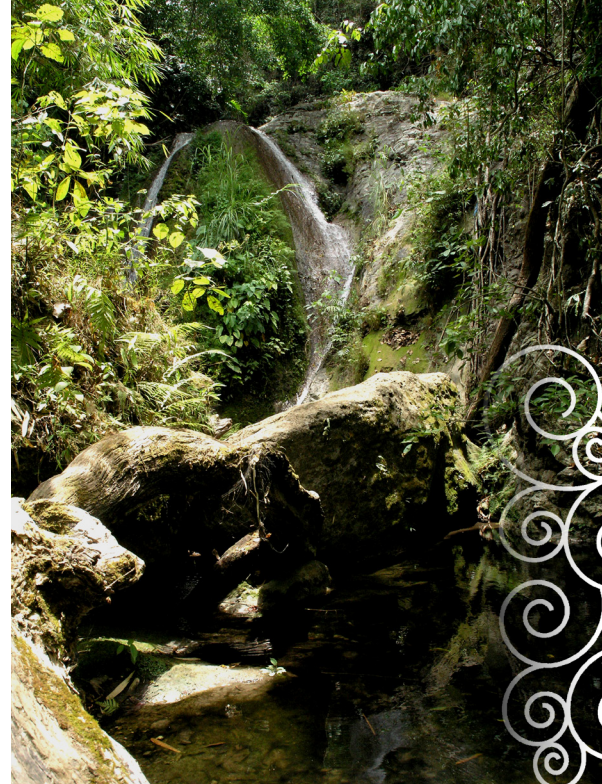


herd their farm animals 50 meters from the spring.

Kalaja Face -- Discovered by locals in 1995, this vertical limestone wall has only one known route to this day. This route was established with the help of American and local climbers. With a height of over 50 meters on the west side of the Kalaja River, the face offers three overhangs and a difficult degree of climb challenges.

Malakong Face -- Located at Malakong Gorge about 3.5 Km from Kalaja Cave, the face comes with 12- to 25-meter-high smooth limestone walls, creating a good starting point for beginners at bouldering and rock climbing. The venue also offers shaded routes and campsites.

Amsikong Waterfalls -- Located between the territorial boundaries of General Santos and the Polomolok in South



Cotabato, about 12 waterfalls drop and flow from the mountaintop river in Camp Flores (Polomolok) down to the granite boulders and limestone cliffs of Conel, creating small pools and waterfalls in their tracks. (Amsikong is also called Kasaba Falls in Polomolok.)

Compact Facts -- Barangay formed by Republic Act 5412, ratified 9 November 1940, comprised by Puroks 1-7, Guadalupe, Nangka, Malinawon, Udagri, and Nopol. Approximately 13 Km from City Proper, 56.4 Km² in area (variably plain, hilly, mountainous), temperate climate, 2,649 inhabitants (2005), mostly B'laan, with B'laan and Cebuano spoken. Livelihood based on corn, copra, cattle, goat, water buffalo. Forestry under conservation and rehabilitation. Special events include Araw ng Conel (November 5), San Jose Patronal Fiesta, San Roque Patronal Fiesta.

MABUHAY



Compact Facts -- Barangay formed by Municipal Resolution 78, ratified 7 September 1959, comprised by Puroks 1-3, New Mabuhay, Intake, Malayang, GK Bull Mountain, Habitat, Paradise, Pareñas, Cuyos, Unson A/B, Panaghiusa, Golingan I/II, Bagong Buhay, and Promised Land. Approximately 11 Km from City Proper, 3,844 ha. in area (variably plain, hilly), temperate climate, 14,775 inhabitants, mostly Ilocano, Cebuano, Bicolano and Muslim, with Boholano, Cebuano and Ilonggo spoken. Livelihood based on fishing, farming and livestock. Special events include Araw ng Mabuhay (September 7), Our Lady of Fatima Patronal Fiesta (October 12-13).

O riginally Barrio Klinan 5 of Barangay Lagao, Mabuhay in the 40s was a remote forest area with about 15 settlers who till an ample clearing for livelihood. As the Japanese-American war broke out the settlers were driven away and returned after the war in 1945 to re-establish themselves. In 1968 Klinan 5 was declared a barangay, but the barrio council and lay leaders changed the name to Mabuhay, hoping that the positive effect of the name could bring about peace and order to the place, which then gained notoriety due to juvenile delinquents. Mabuhay is now one of fastest growing barangays, becoming the alternative choice for residence due to its high elevation and temperate climate.

Nopol Hills -- Nopol Hills has an expansive view of the city. A 45-minute trek brings you to the peak of Nopol Hills, best place to view Sarangani Bay and the city; the sunset view here is breathtaking. Wild



boars and monkeys roam the grounds in the forest nearby. The place is also the nesting ground for hornbills, and colony of thousands of meter-sized golden-crowned flying foxes (fruit bats) and wild hogs.

Purok Bagong Buhay -- Natural attractions include the still unexplored Seven Falls, which boasts of 7 refreshing mini falls, and the Fungol Cave.

Sniper's Place -- Straddling the edge of a cliff, it served as lookout and ambush area for Japanese troops in WWII. It now stands as the best place to view Mt Matutum and the rest of the Mt Parker mountain range.

Corn Camp -- A kilometer from Sniper's Place on foot, Corn Camp is a high ground that offers 360-degree views of the whole SOCCSKSARGEN, forest and cliff face of Klaja Eco Park.

Mabuhay Ridge -- Crossing this kilometer-long ridge is a natural adrenaline rush; just feel the height from both sides of the ridge.

Compact facts -- Barangay formed by Resolution No. 3 (1990), comprised by Puroks 1-3, Biscayda, San Vicente, Sampao, Kidam, Tucanop, Balsinang, and Balakayo. Approximately 12 Km from City Proper, 2,251 ha. in area (variably plain, hilly, mountainous), temperate climate, 3,252 inhabitants, mostly B'laan, Boholano, Cebuano, Ilonggo and Muslim, with Cebuano and Bul-anon spoken. Livelihood based on rice, corn, cattle, goat, poultry.

F ormerly a purok of Barangay Conel, Olympog was home to mostly native B'laan and a few Muslim inhabitants. The first recorded Christian settler was Agripino Biscayda, a farmer from Bohol who came in 1945 to till the land and mingled with the natives. He would later become the first Christian leader to share the position with the B'laan chieftain named Calib.

Olympog, whose name came from *colympog* (*cogon* grass in B'laan), is considered



Compact Facts -- Barangay created 20 September 1978, comprised by Puroks 1-2 (Barangay Proper), New Paradise, Abtois, Sansapan, Taliwara, Daan Banwang, and Almatat. Approximately 22 Km from City Proper, 2,341 ha. in area (variably plain, hilly, mountainous), temperate climate, 2,649 (2005) inhabitants, mostly B'laan, with B'laan and Cebuano spoken. Livelihood based on corn, cotton, sorghum, charcoal, cattle and goat. Forestry under conservation and rehabilitation. Special events include Araw ng Upper Labay (September 20), St. Michael Patronal Fiesta (September 30).

Gensan's summer capital, a haven for extreme eco-adventure. Deer, wild boars and monkeys used to roam freely in abundance around the forests of Nopol Hills. A few still inhabit the protected forest area.

Balakayo -- This mountain resort is ideal for outdoor gatherings. The view of Sarangani Bay is simply breathtaking night or day. On the other side Mt Matutum reigns.

Protected Forest -- This is ideal for observing monkeys and fruit bats in their natural habitat. (The current tally of monkeys in

the wild is approximated at 40; fruit bats, in the few thousands.)

Falls -- A number of waterfalls are accessible by trekking.

Hills -- The hilly terrain is ideal for outdoor adventures such as horseback riding, mountain climbing, archery, and other sports.

B'laan Country -- The presence of an authentic B'laan community here enriches the cultural character of the barangay, making it one of the gems of Gensan's heritage treasure chest.

OLYMPIOG



UPPER LABAY

Gosdack to the native tribes, Upper Labay (river flow from the throne going down in

B'laan) started out in 1972 as a sitio of Barangay Tinagacan, comprised by 8 households. A year later the B'laan chieftain Calib donated the area, with a number of families coming in from Cebu, Iloilo and Negros, and neighboring towns Malapatan, Malungon and Polomolok.

A cultural destination where one can still observe locals at their craft and livelihood of weaving *malong* and *banig*, it also offers extreme eco-adventure opportunities.

Sansapan River and Cave -- A destination for extreme adventure seekers, it offers a smooth trek across forested river trails *en route* to Sansapan Cave, whose main attraction is the waterfalls hidden inside the caverns. For the more extreme sports oriented, continue hiking on and descend a steep cliff for the thrill of a lifetime. This is where canyoneering begins, an adventure introduced in Europe that combines rock climbing and spelunking. It includes maneuvering through wet and rocky terrain, swimming, rappelling in waterfalls, bouldering, and falls jumping.

Boys Scout Camp -- A campsite established for scouts right at the top of the hill that overlooks the barangay, it also serves as a camping site for visitors intending to enjoy nature in a simpler, more spartan ways.

Cultural Center -- A center that showcases the crafts and tools of the indigenous B'laan tribe, as well as its heritage and culture, it showcases household handicrafts, musical instruments, weaving machine for malong making and other art crafts.





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WHAT INVESTORS SAY ABOUT GENSAN



Raymund K. Salangsang
President
General Santos City Chamber of Commerce and Industry,
Incorporated

I invest in Gensan because the local economy is very vibrant and is steadily growing, the cost of doing business is low, and the major infrastructures such as road network, seaport, airport, communications, and others are in place. It has lots of highly skilled workers in various fields. Gensan is also very livable with all the amenities of an urban community with a very affordable cost of living.

I invest in Gensan because the city has a business-friendly environment -- which provides a strong government support, and inspires investors to grow their business here.



Joven K. Chua
President
Southern Mindanao Commodities,
Incorporated





Jan S. Ced
President, Mabuhay Technopark Corp.
Developer, Mabuhay I.T. Park and
Silwai Agro Industrial Park


I invest in Gensan because the city's competitive human resources and infrastructure give us the optimism of a dynamic economy.



Mr. Domingo Teng
President
TSP Marine Industries

I invest in GenSan because of its business-friendly environment that leads to a continued growth in its major industries. It has provided businessmen with local fiscal incentives and a favourable investment climate for hardware and real estate. In my 45 years in the city, I have witnessed a strong collaboration between the local government and the private sector in providing competitive human resources and in nurturing a dynamic economy.





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 WEBSITE: www.gensanwater.gov.ph
 e-add: gscwd@gensanwater.gov.ph

GSCWD DATA	
No. of Barangays Served:	13
Total no. of service connections:	37,024
Population served:	188,664
Source of Supply:	Deep Wells


Current Water Rates	
0 – 10 cu.m	P 212.00 (minimum)
11 – 20 cu.m.	P 23.05/cu.m
21 – 30 cu.m.	P 26.65/cu.m
31 – 40 cu.m.	P 30.50/ cu.m
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MABUHAY I.T. PARK

The Next ICT Hub of the Philippines

The Mabuhay I.T. Park (MITP) is a 2.8-hectare property of the Mabuhay Technopark Corporation envisioned to be the shining landmark for the ICT/BPO Industry in General Santos. It is the First PEZA-Accredited I.T. Park in the city and in Region XII, with PEZA Certificate of Registration No. EZ 07-42 issued last 7 Nov 2007 pursuant to Presidential Proclamation No. 1383 dated 11 Sep 2007. Its location right at the heart of the commercial district of Gensan and accessibility to transportation makes it a very strategic area for technology/I.T.-enabled businesses. MITP speaks of a reliable infrastructure support, from telecommunication backbone capable of carrying 24/7 voice, video, and data services to back-up power. Gensan abounds with skilled and highly trainable talent pool of which investors should not think twice of pursuing provincial expansion in the city.

The *e.nable one* Technology Business Incubator (TBI) inside the Mabuhay I.T. Park comes to mind when we speak of development and promotion of the culture of technology innovation, entrepreneurship, and competitiveness of knowledge-based economies. The incubator is a member of the Asia Pacific Incubation Network (APIN), supported by the Department of Science and Technology, Government of India, and InfoDev program of World Bank. The goal of said facility is to

stimulate the formation of startup new-technology-based firms; facilitate the creation and growth of innovation-based companies through incubation and spin-off processes; counter the regional imbalance of R&D capability, investment, innovation; provide an ecosystem that enables entrepreneurs to build successful science and technology businesses with global potential; and help establish successful tech enterprises that create more jobs locally and are affiliated with international companies that target foreign markets.

The services inside the *e.nable one TBI* of Mabuhay I.T. Park include provision of space and workshops. As an incubator, support services cover legal, accounting, and patenting, among other services. The thrust of the incubation programs and initiatives are anchored on supporting *incubatees* in technology/product development, and financial support includes access to seed capital, government grants, angel and venture capitalists. Mentoring and networking for incubatees will likewise be given attention. Equally important, support services include legal, accounting, patenting, linkages of incubator with other service providers, library facilities, security, and communication facilities.

In terms of the nature of services

provided by the incubator, *e.nable one TBI* of Mabuhay I.T. Park, the ability to provide information on various businesses is of extreme importance, including ability to assist incubatees in Business Plan Preparation. In like manner, flexibility of the incubator in many aspects are likewise imperative: providing facilities (scalable in space), and equipment sharing on weekly/monthly basis. The incubator likewise provides pre-incubation services and helps in technology commercialization clients. As to the nature of financial support services, provision covers but is not limited to linkages of incubators to financial agencies, ability to provide government grants and loans to its clients, availability of seed fund with the incubators, linkages of incubators with angel investors, and venture capitalists.

Criteria for selection of clients include: any technology/I.T.-enabled startup businesses aged 0-2 years old, technology/business idea of the firm, team and experience, market opportunity of the business idea, ability of the firm to create jobs, funding requirement of the firm, ability of the firm to match incubation program, growth potential of the firm, and it being complimentary/supplementary to existing firms is of little value. The nature of graduation criteria for the

incubatees: after 2 years of operation inside the incubator, the companies should already have taken off to commercial enterprise. Another year is awarded to incubatees if they so request.

In terms of mentoring and networking support for the incubatees, the *e.nable one TBI* of Mabuhay I.T. Park will facilitate establishing linkages with other incubators within and outside the country, participating in networking events with and/or in behalf of the incubatee/s, providing referrals to prospective clients and business professionals to the incubatees, facilitation for incubatees to enter a particular market, trading with other countries, affiliation of the incubator with entrepreneurship network in the region, with the industry association in the region, and

affiliation of the incubator with entrepreneurship institutions.

With strong linkages and warm support from ICT collaborators and stakeholders, the promise of economic growth in Gensan through technology innovation and ICT/BPO businesses is very glaring. Sail on Mabuhay I.T. Park! Sail on Gensan ICT/BPO Industry!

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3. Legal Services
4. Intellectual Property facilitation
5. Facilitate Networking with Funding Communities
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10. Finance and Accounting
 - Bookkeeping
 - Preparation of Accounting Reports
 - Preparation and Processing of Disbursement (except approval)
 - Assistance in the Preparation of all Tax Returns
 - Assistance in the Preparation of Annual Reportorial Requirements of regulatory agencies

Mabuhay I.T. Park

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