WHEREAS, Mandaluyong City is experiencing a rapid growth not only in terms of population, but in industrial and commercial activities as well. The City Government needs imperative and innovative measures to entice investments to support the basic services required by its constituents in the light of these socio-economic development;

WHEREAS, under the Local Government Code of 1991, the Sangguniang Panlungsdod has the power to enact or pass Ordinances and Resolutions to promote the general welfare of the City and its inhabitants by enhancing economic prosperity and social justice and promoting full employment;

WHEREAS, Republic Act No. 10644 otherwise known as the “Go Negosyo Act” was enacted on July 15, 2014 and took effect on January 13, 2015, with the declared State policy to foster national development, promote inclusive growth, and reduce poverty by encouraging the establishment of micro, small and medium enterprises (MSMEs) that facilitate local job creation, production and trade in the country;

WHEREAS, to this end, Republic Act No. 10644 mandates the establishment of “Negosyo Centers” in all provinces, cities and municipalities in the country with the aim of promoting job generation and inclusive growth through the development of MSMEs;

WHEREAS, seeing an important role to be played, the City Government of Mandaluyong is desirous to take part in the momentous endeavor by establishing a Negosyo Center for the City to be known as the “Tiger City Negosyo Center” that will promote business opportunities for all Mandaluyenos, and live up to its reputation as the Most Business Friendly City in the Philippines;

WHEREAS, throughout the years, the private sector component of the MSMED Council of Mandaluyong City consisting of the Philippine Chamber of Commerce and Industry–Mandaluyong, Filipino Chinese Chamber of Commerce and Industry–Mandaluyong, Muslim Chamber of Commerce and Industry–Mandaluyong, and other business organizations have been effective partners of the City of Mandaluyong in the enhancement of progress and business growth and development of the MSMEs;

WHEREAS, the establishment and operation of the Tiger City Negosyo Center will be a collaboration of the City Government of Mandaluyong City and the MSMED Council of Mandaluyong City, in coordination with the Department of Trade and Industry (DTI).

BE IT ORDAINED, by the Sangguniang Panlungsdod of Mandaluyong, in session assembled:

SECTION 1. TITLE. This Ordinance shall be known as “Tiger City Negosyo Center”.
SECTION 2. ESTABLISHMENT OF THE TIGER CITY NEGOSYO CENTER. There shall be established a Negosyo Center in Mandaluyong City pursuant to Republic Act No. 10644 to be known as the "Tiger City Negosyo Center". Its establishment shall be governed by the provision of Republic Act No. 10644 and its implementing rules and regulations.

SECTION 3. FUNCTIONS OF TIGER CITY NEGOSYO CENTER. The Tiger City Negosyo Center shall serve as a one-stop-shop that promotes ease of doing business in Mandaluyong City, and, in particular, shall perform the following functions:

A. BUSINESS REGISTRATION ASSISTANCE.
   i. Accept and facilitate all new registration and renewal application of MSMEs, including application for Barangay Micro-Business Enterprise (BMBe);
   ii. Coordinate and liaise with concerned government agencies to process the duly accomplished forms submitted by the MSMEs;
   iii. Implement a unified business registration process preferably through automated systems such as the Philippine Business Registry (PBR).

B. BUSINESS ADVISORY SERVICES.
   i. Assist MSMEs in meeting regulatory requirements to start and maintain the business;
   ii. Build local support networks and establish market linkages for MSME development through MSMED Council and DTI;
   iii. Facilitate access to grants and other forms of financial assistance, shared service facilities and equipment and other support for MSMEs through National Government Agencies (NGAs);
   iv. Ensure management guidance, assistance and improvement of the working conditions of MSMEs;
   v. Co-organize with the local chambers of commerce, other business organizations and government agencies, a mentoring program for prospective and current entrepreneurs and investors;
   vi. Conduct other programs or projects for entrepreneurial development.

C. BUSINESS INFORMATION AND ADVOCACY.
   i. Provide information and services in training, financing, marketing and other areas as may be required by MSMEs;
ii. Establish and maintain a databank which will support business information requirements of MSMEs;

iii. Promote ease of doing business and access to services for MSMEs within its jurisdiction;

iv. Encourage and support private sector activities relating to MSMEs development;

v. Encourage government institutions that are related to the business application process to help promulgate information regarding the Negosyo Center;

vi. Coordinate with schools and related organizations on the development of youth entrepreneurship program;

vii. Encourage individuals, especially women, to venture into entrepreneurship through access to information, training, credit facilities, and other forms of assistance.

D. MONITORING AND EVALUATION.

i. Monitor and recommend business-process improvement for MSMEs;

ii. Establish a feedback mechanism among the MSMEs in the respective jurisdiction of Negosyo Centers.

E. Perform such other functions that may be assigned by the MSMED Council as germane to Republic Act No. 10644 and other related laws.

SECTION 4. COVERAGE FOR AVAILMENT OF SERVICES OF THE TIGER CITY NEGOSYO CENTER. MSMEs defined in Section 3 of Republic Act No. 9501 may avail of the services of the Tiger City Negosyo Center, to wit: any business activity or enterprise engaged in industry, agribusiness and/or services, whether single proprietorship, cooperative, partnership or corporation whose total assets inclusive of those arising from loans but exclusive of the land on which the particular business entity’s office, plant and equipment are situated, must have value falling under the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Value Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICRO</td>
<td>not more than P 3,000,000.00</td>
</tr>
<tr>
<td>SMALL</td>
<td>P 3,000,001 – P 15,000,000.00</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>P 15,000,001 – P 100,000,000.00</td>
</tr>
</tbody>
</table>

The above definitions shall be subject to review and adjustment by the MSMED Council as mandated by Republic Act No. 6977, as amended by Republic Act No. 8289.

SECTION 5. REGISTRATION OF MSMEs. The registration of MSMEs in Mandaluyong City that wishes to avail the services of the Tiger City Negosyo Center shall be made in accordance with the provisions of Section 5 of Republic Act 10644.
SECTION 6. ROLE OF NATIONAL AGENCIES. The National MSMED Council thru the DTI is the coordinating and supervising body for all the agencies involved in the establishment and operation of the Negosyo Centers. It shall perform oversight functions and shall assign personnel to fulfill the functions of the Negosyo Centers.

The Department of Trade and Industry shall conduct training, seminars and other assistance needed by the MSMEs.

SECTION 7. BUDGETARY REQUIREMENTS. The City Government of Mandaluyong shall avail of the benefits of Section 7 of Republic Act No. 10644 relative to the Start-up Funds for the financing of the establishment of the Tiger City Negosyo Center.

Any additional amount necessary to carry out the implementation of this Ordinance shall be sourced from the current budget of the Business Permit and Licensing Department. Thereafter, such sums as may be necessary for its continued implementation shall be included in the succeeding appropriations Ordinance.

SECTION 8. SEPARABILITY CLAUSE. If any provision of this Ordinance shall be held unconstitutional, the remainder not otherwise affected, shall remain in full force and effect.

SECTION 9. REPEALING CLAUSE. All other existing laws and Ordinances that are inconsistent with the provisions of this Ordinance are hereby amended, modified or repealed accordingly.

SECTION 10. EFFECTIVITY. This Ordinance shall take effect immediately upon approval.

ENACTED on this 17th day of August, 2015 in the City of Mandaluyong.

I HEREBY CERTIFY THAT THE FOREGOING ORDINANCE WAS ENACTED AND APPROVED BY THE SANGGUNIANG PANLUNGSOD OF MANDALUYONG IN REGULAR SESSION HELD ON THE DATE AND PLACE FIRST ABOVE GIVEN.

MA. TERESA S. MIRANDA
Acting Sanggunian Secretary

PRESIDED BY:

EDWARD G. BARTOLOME
Vice Mayor & Presiding Officer

APPROVED:

BENJAMIN DC. ABALOS, JR.
City Mayor
Date: AUG 26, 2015