



MUNICIPALITY OF BALIWAG

# INVESTMENT PROFILE

DUGONG  
BALIWAG  
PUSONG  
BALIWAG

*Dapat Serbiyong may Malasakit*

YOUR BUSINESS-FRIENDLY AND  
INVESTMENT-READY TOWN!




Superbrands

# WELCOME TO BALIWAG!

Welcome to Baliwag, your business-friendly and investment-ready municipality. Our town takes pride in being one of the progressive first-class municipalities in the Province of Bulacan, with flourishing industries, backed by skilled and passionate manpower. Baliwag is an ideal location for business given its strategic location, reliable support facilities and services, better quality of life, and good governance. We see the business sector as a valuable partner for balanced and sustainable growth, thus we commit a hassle-free of doing business in Baliwag. It is also our pledge to create certainty and security for the business sector, especially with our reengineered bureaucracy. We stand by the principle of Dapat Serbisong May Malasakit that resonates the zealously of our officials and employees to do the extra miles in rendering public service.

Let this portfolio take you to an array of investment opportunities and support to jumpstart and grow your business. With warm cheers and heartfelt hospitality, we invite you to visit and

## INVEST IN BALIWAG!

  
**HON. FERDIE ESTRELLA**  
 Municipal Mayor  
 Municipality of Baliwag



MUNICIPALITY OF BALIWAG

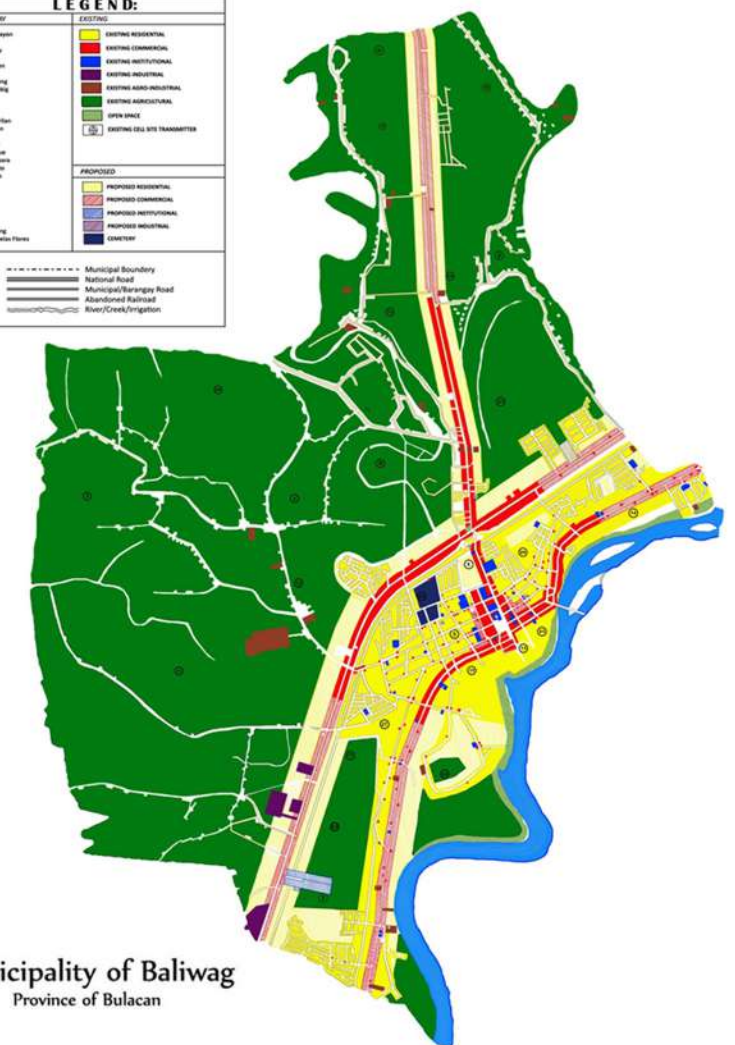
# INVESTMENT PROFILE

# FASTFACTS

<b>Official Name</b>	Baliwag
<b>Administrative Affiliation</b>	2 <sup>nd</sup> District, Province of Bulacan, Region III-Central Luzon
<b>Municipal Mayor</b>	Hon. Ferdinand V. Estrella
<b>Income Classification</b>	First Class Urban
<b>Population (2015)</b>	149,954 - 7 <sup>th</sup> largest in the province at 4.56%
<b>Population Density</b>	33 persons per hectare
<b>Population Growth Rate</b>	0.83%
<b>Households</b>	37,402
<b>Household Size</b>	4 members
<b>Land Area</b>	4,505 hectares
<b>Number of Barangays (Villages)</b>	27 urban barangays

**LEGEND:**

BARANGAY	EXISTING	PROPOSED
1. Bagong Bayan	EXISTING RESIDENTIAL	PROPOSED RESIDENTIAL
2. Barangay	EXISTING COMMERCIAL	PROPOSED COMMERCIAL
3. Calubian	EXISTING INSTITUTIONAL	PROPOSED INSTITUTIONAL
4. Calubian	EXISTING INDUSTRIAL	PROPOSED INDUSTRIAL
5. Calubian	EXISTING AGRICULTURAL	PROPOSED AGRICULTURAL
6. Calubian	EXISTING OPEN SPACE	PROPOSED OPEN SPACE
7. Calubian	EXISTING OLD SITE TRANSPORTATION	PROPOSED OLD SITE TRANSPORTATION
8. Calubian		
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### CONTACTS FOR INVESTORS KAREN JOY R. RIVERA

BALIWAG INVESTMENT PROMOTIONS UNIT  
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 WEBSITE: WWW.BALIWAG.GOV.PH

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Municipality of Baliwag  
Province of Bulacan



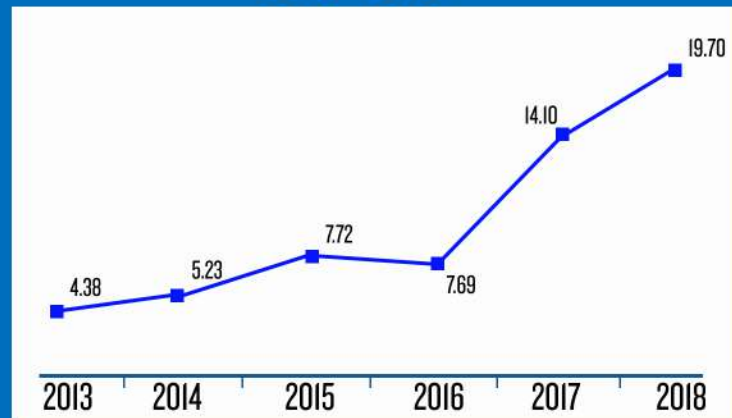
# ENABLING BUSINESS ENVIRONMENT

The Municipal Government creates security and certainty for businesses through reliable support facilities and services, availability of skilled manpower, safety and order, better quality of life, and good governance. In fact, Baliwag is among the ten most competitive first class municipalities in the Philippines in terms of government efficiency, economic dynamism, infrastructure development and resiliency as determined by the National Competitiveness Council.

## FLOURISHING BUSINESS SECTOR

The business sector in Baliwag continues to grow as shown in the upward trend in the number of registrations, total gross receipts, and total capitalization from 2013 to 2018. Majority of the businesses are engaged in wholesale and retail trading. The economic resiliency of Baliwag is ranked 10th in the country based on the National Competitiveness Index.

Total Annual Gross Receipts (In Billion PhP):  
2013 - 2018



Historical Number of Business Registrations and Capitalization (In Million PhP): 2014 - 2018

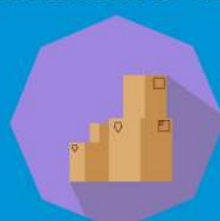
YEAR	NUMBER OF BUSINESS	TOTAL CAPITALIZATION FOR NEW BUSINESS
2014	2,154	66.42
2015	2,269	208.43
2016	2,529	371.37
2017	3,469	494.96
AS OF DECEMBER 2018	3,645	N/A

TOTAL NUMBER OF REGISTERED BUSINESSES IN BALIWAG ACCORDING TO NATURE OF OPERATION

AS OF 2018



2.43%  
Manufacturer, Assembler etc.



1.68%  
Wholesaler, Distributors etc.



1.79%  
Exporter, Retailer, Manufacturer, Dealer of Essential Commodities



51.29%  
Retailer



33.36%  
Contractor & Independent Contractor Services



5.49%  
Bank & Other Financial Institution



0.08%  
Peddlers



3.31%  
Other Businesses



# INVESTMENT OPPORTUNITIES

- **ONE OF THE PHILIPPINES' REGIONAL CENTERS.** The National Government through the Philippine Development Plan 2017-2022 recognizes Baliwag as a potential regional center. It means that the Municipality has the population (markets), services, physical features, and strategic location for investments to flourish.
- **AMONG THE COUNTRY'S NEXT WAVE CITIES.** Baliwag is included in the top destinations for local and international information technology and business process management (IT-BPM) sector. This is based on the Next Wave Cities of the Department of Science and Technology Information and Communication Technology (DOST-ICTO), Information Technology and Business Process Association of the Philippines (IBPAP), and Leechu Property Consultants (LPC). Enabling Baliwag to be in this roster are ideal talents, infrastructure, cost, and business environment.
- **SUPPORTIVE OF BALANCED AND SUSTAINABLE GROWTH OF THE LOCAL ECONOMY.** The New Comprehensive Land Use Plan and the Revised Revenue Code are founded on balanced and sustainable growth of agriculture, industry, and service sectors. The local government gives incentives for investments on the following economic activities:

1. Export-Oriented Industries
2. Agriculture
3. Infrastructure and Services, including but not limited to:
  - 3.1 Public utilities and public transport services
  - 3.2 Public Market and Slaughterhouses



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# GOOD GOVERNANCE



Baliwag exercises good governance to create conducive investment climate, specifically removing roadblocks for businesses to prosper. The institutional reforms paved the way for better governance and management of the Municipality, resulting to outstanding delivery of critical services. The significant improvements are attained given the strong relationship between the executive and legislative (Municipal Council) branches. Today, Baliwag is in the radar of organizations giving recognitions for excellence in public service.

### NATIONAL RECOGNITIONS

- 2018 Recipient of Seal of Good Local Governance (SGLG)
- 2018 Champion-DICT Awards for eGov Government Inter-Operability (G2G)
- 2018 2nd place-DICT Awards for eGov System for Global Competitiveness (G2W)
- 2018 Finalist-PCCI's Most Business-Friendly LGU Award
- 2018 Best Municipal Station (Provincial)
- 2018 9th place-CMCI's Most Competitive First Class Municipality
- 2018 Rank 2-CMCI's Best in Infrastructure Development
- 2018 Rank 10-CMCI's Best Government Efficiency
- 2018 No. 4- Provincial Ranking in Nutrition Programs
- 2018 100% Social Welfare Functionality
- 2018 Rank 1 in ECCD Programs
- 2018 100% Municipality Action Team Functionality
- 2018 Recipient of Seal of Child-Friendly Local Governance
- 2018 Best Implementer of PESO Programs
- 2018 Top Scorer-Manila Bay Clean Up and Rehabilitation Program, LGU Compliance Assessment Region III
- 2018 Most Outstanding Mayor of the Philippines, Superbrands Marketing International, Inc.
- 2018 Most Supportive Mayor on Youth Programs- Gintong Kabataan Awards
- 2018 One of the Most Outstanding BPLD in Region III
- 2018 One of the Best MENRO in the Philippines
- 2018 1st Runner-up Gawad Galing Cooperative Council Trailblazing Award
- 2018 Rank 1 Provincial Recognition on Health, Kalinisan at Kalusugan sa Pamayanan
- 2018 Recipient of Seal of Good Financial House Keeping
- 2017 Recipient of Seal of Good Local Governance (SGLG)
- 2017 Champion-DICT Awards Best in Customer Empowerment
- 2017 Finalist-DICT Awards Best in Government Inter-operability
- 2017 Finalist-PCCI's Most Business-Friendly LGU Award
- 2017 Best Municipal Station (Provincial)
- 2017 NCC 3rd Most Improved Municipality
- 2017 NCC 10th Most Resilient Municipality
- 2017 NCC Rank 12 in Infrastructure Development
- 2017 No. 1 LGU Partner for Health Development Gawad Galing Kalusugan
- 2017 Recipient of Seal of Child-Friendly Local Governance
- 2017 Recipient of Seal of Good Financial Housekeeping
- 2017 Most Outstanding Mayor of the Philippines, Superbrands Marketing International, Inc.
- 2017 Most Supportive Mayor on Youth Programs- Gintong Kabataan Awards
- 2017 Compliant LGU with Standard Streamlining Procedure for Business Process
- 2017 One of the LGUs with Best Practice in Environment Management and Protection



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# INVESTMENT INCENTIVES

## SUPPORT FACILITIES & SERVICES

- Infrastructure development of Baliwag is ranked 2nd in the country based on the CMCI 2018
- Ensured mobility with more than 88% of 125.4 kms road network having concrete pavements.
- High town electrification at almost 98% household coverage.
- All barangays (villages) have access to safe water (84% household coverage).
- Access to financial services given the 38 banks, 12 cooperatives, 34 microfinance institutions, 8 remittance centers, 31 pawnshops, 7 money changers, 51 automated teller machines.
- Adequate health and social facilities and services.
- Availability of commercial, industrial, and agricultural land.

## HUMAN DEVELOPMENT



- Among the least poor municipalities in the country at 5.4%.
- High literacy rate of 99% and employment rate of 92.2%.
- Productive age group accounts 66% of the total population.
- Baliwag has six (6) colleges and one (1) autonomous university producing quality professionals. The schools in the municipality are among the top performers in the country.

## PEACE & ORDER SITUATION

The peace and order situation is continuously improving in Baliwag, keeping the average monthly crime rate low. Both in 2017 and 2018, the Baliwag Philippine National Police (PNP) was recognized as the Best Municipal Police Station – Regional Level and Silver Eagle Award for the credibility and reliability of assuring peace and safety in the municipality.



# INVESTMENT OPPORTUNITIES

4. Tourism and Hospitality Services and Facilities, including but not limited to:
  - 4.1 Cultural and Historical Centers and Parks
  - 4.2 Theme and Recreational Parks
  - 4.3 Eco-Tourism Centers and Facilities
  - 4.4 Hotels
  - 4.5 Convention and Conference Facilities
  - 4.6 Trade Exposition Centers and Facilities
  - 4.7 Entertainment Centers
  - 4.8 Malls
5. Commercial Center Development and Consumer-Oriented Investments
6. Infrastructure and Communications Technology, including but not limited to:
  - 6.1 Business Process Outsourcing (BPO)
  - 6.2 Information Technology Parks and Centers
  - 6.3 Software Development Enterprises
  - 6.4 Telecommunications and Communications Service Providers
  - 6.5 Cinema, Broadcasting Services for TV and Cable
7. Environmental Protection and Enhancement, including but not limited to:
  - 7.1 Pollution Abatement and Mitigation
  - 7.2 Ecological Facilities
  - 7.3 Water Waste Management and Distribution
  - 7.4 Solid Waste Disposal System
8. Property Development and Mass Housing, including but not limited to:
  - 8.1 Mass Housing and Low-Cost Housing Construction
  - 8.2 Resettlement Estate for Informal Settlers and Support Facilities
9. Healthcare, Wellness and Health Services, including but not limited to:
  - 9.1 Healthcare and Wellness Facilities
  - 9.2 Paramedical, Disasters Control, and Management Centers
  - 9.3 Healthcare and Wellness Parks
  - 9.4 Retirement Parks
  - 9.5 Hospitals, Medical Clinics, and Treatment Facilities
10. Mass Transport Facilities, including but not limited to environmentally-designed transport vehicles in conformity with the Local Climate Change Action Plan
11. Energy Enterprises or Facilities in conformity with the Local Climate Change Action Plan
12. Manufacturing enterprises using raw materials that are available in the locality.

As partners for development, the Municipal Government grants tax incentives to qualified enterprises based on the following schedule:

CAPITAL INVESTMENT	SCHEDULE OF INCENTIVES
15 MILLION TO 75 MILLION	1ST YEAR – 100% 2ND YEAR – 100% 3RD YEAR – 80% 4TH YEAR – 60% 5TH YEAR – 50% 6TH YEAR – 0
76 MILLION TO 300 MILLION	1ST YEAR – 100% 2ND YEAR – 100% 3RD YEAR – 100% 4TH YEAR – 75% 5TH YEAR – 50% 6TH YEAR – 0
ABOVE 300 MILLION	1ST YEAR TO 5TH YEAR – 100% 6TH YEAR – 75% 7TH YEAR – 50% 8TH YEAR – 0

A **SPECIAL INCENTIVE** is also given to qualified enterprises, which are compliant with the Local Climate Change Action Plan and Green Air Act. Further, discounts are given to the top 10 paying enterprises supporting the sports development program of Baliwag through formation, assistance, and management of a sports team.

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# REVENUE MOBILIZATION AND RESPONSIBLE FISCAL MANAGEMENT

With better sourcing and use of funds, the Municipal Government consistently increases its income to fund developmental programs and projects, and it manages to keep a positive bottomline figure since 2013.

HISTORICAL INCOME AND EXPENDITURES: 2012-2017



## SERVICES FOR THE BUSINESS SECTOR

### I. 3 EASY STEPS OF BUSINESS REGISTRATION

- STEP 1: Register an account at [www.baliwag.gov.ph](http://www.baliwag.gov.ph).
- STEP 2: Fill out online application form.
- STEP 3: Visit the Municipal Hall to pay and claim permit and license.

Guaranteed one (1) day or one-and-half (1/2) days at most processing for new applications, while not more than one (1) day processing for business renewals, provided that all requirements are complied with by the applicants.

### A. New Business Registration

- Proof of business registration, incorporation, or legal personality;
- Basis for computing taxes, fees, and charges;
- Occupancy permit, if required by national (Building Code) and local laws;
- Contract of Lease (if Lessee); and
- Barangay clearance (for business applicants that do not need occupancy permits).

### B. Renewal Applications

- Basis for computing taxes, fees, and charges (e.g. Income Tax Returns); and
- Barangay clearance

- II. Assistance in local incentive application
- III. Business Forums, Trainings, Orientations, and Seminars
- IV. Investment Counselling
- V. Investment Marketing
- VI. Business Matching
- VII. Trade Fair and Exhibit
- VIII. Databanking, networking, and liasoning services

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## STRATEGIC LOCATION & ACCESSIBILITY

- A natural eye-candy for investors and business enthusiasts given the proximity and accessibility to Metro Manila and the rest of the provinces in North Luzon. Baliwag is about 52 kilometers north of Manila, which translates to only one (1) hour travel time.

- Accessibility to domestic and international airports and seaport: 60 km away from the Ninoy Aquino International Airport (NAIA-Pasay City), 55 km away from the Clark International Airport (Pampanga) and 119 km away from Subic International Airport (Zambales), and 52 km away from seaport or public wharf in Manila.

Has three (3) major transport lines such as Baliwag-Candaba (Benigno S. Aquino Avenue) road going to Pampanga, and the Old Cagayan Valley road (Calle Rizal) and the Dona Remedios Trinidad Highway (Daang Maharlika) going to Manila and Nueva Ecija.

- Serves as a transportation hub that facilitates the movements of goods and passengers to and from the provinces of Pampanga and Nueva Ecija and Metro Manila. It hosts the Baliwag Transit, Inc., one of the biggest transportation companies in Luzon.



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