

Have you ever tasted  
**mango** and **banana**  
**cracker** shake?

## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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I. **What** is GICA?

II. **What** has been done?

III. Looking into **Local Economic Developments** of  
Guimaras and Iloilo City

### IV KEY ACTIONS

A. Organization

B. Infrastructures

C. Linkages in Tourism

D. Complementary Investment

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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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GICA - organized mainly to help improve the economic competitiveness of Guimarães and Iloilo City through joint undertakings in

- investment promotion
  - tourism development and promotion
  - planning and coordination of infrastructure support services
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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### ROLES AND FUNCTIONS OF GICA

1. **Conduct of joint** planning and coordination of economic and infrastructure services and projects
  2. **Develop common** economic and infrastructure resources, information, tools and methodologies for common benefits
  3. **Share** social, economic and infrastructure resources, information, tools and methodologies for common benefits
  4. **Coordinate implementation** of common economic and infrastructure support projects
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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## ROLES AND FUNCTIONS OF GICA

- 5. Train** its economic and engineering departments
  - 6. Operate shared** tourism information center
  - 7. Develop common** tourism promotion campaigns
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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## DELIVERABLES

1. **Common** Economic Plans and Programs
  2. **Synchronized** investment and tourism policies
  3. **Operational** investment and promotion systems
  4. **Shared** economic, tourism and infrastructure database
  5. **Integrated/coordinated** tourism events
  6. **Complementary** infrastructure investment programs and projects
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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## ORGANIZATION

### I. Alliance Board

- City Mayor
- Provincial Governor

### II. Advisory Board

- Representatives of National Govt. Agencies
  - Representatives of Academe
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

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## ORGANIZATION

### III. Executive Director

### IV. Technical Secretariat

- Guimaras PPDO
- Iloilo City PPDO
- Special Engineering and/or Economic Task Force

### V. Linkages

- NEDA
  - DILG
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## Summary of Key Actions

# GUIMARAS - ILOILO CITY ALLIANCE

## KEY ACTIONS

- I. Update the Local Chief Executives of recent developments
- II. Review Existing Plans, Policies
- III. Formulate GICA Economic Devt. Plan
  - A. Preparatory work – Organize the LGU work teams for Guimaras and Iloilo City by
  - B. Gather data
  - C. Strategic Planning Workshop
  - D. Identification of Priority Projects

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