



**cagayan  
deOro**  
city of golden friendship

# Golden Prospects in Metro Cagayan de Oro

## Metro CDO Development Prospects



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**Business Webinar on Metro Davao and Metro Cagayan de Oro**  
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# Key Message

- **Metro Cagayan de Oro (CDO):** Center of trade and growth in Mindanao
- **Metro CDO: Golden Advantages** メトロCDOが提供できるもの
- **Strike Gold in Metro CDO** メトロCDOで金を打つ



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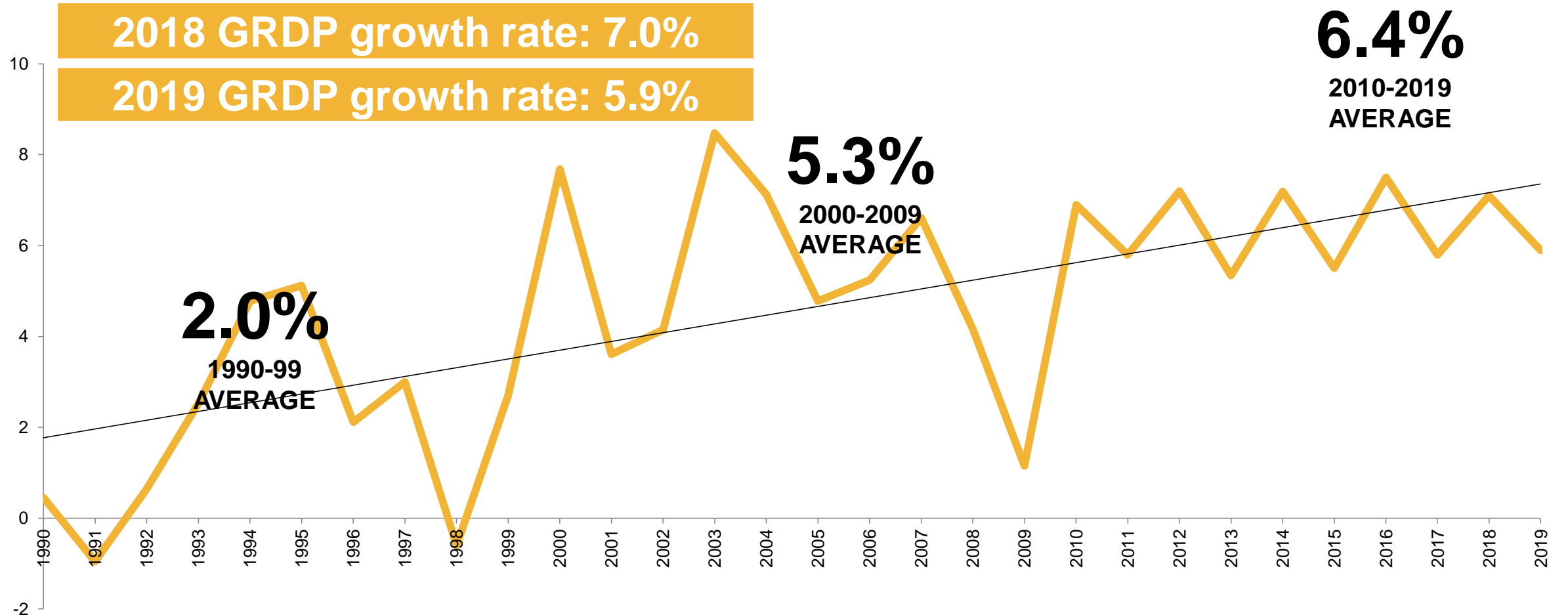
# Region X

## Northern Mindanao

Land Area	20,496.02 km <sup>2</sup>
Population	4,689,302*
2018 GRDP Growth Rate	7.0%
2019 GRDP Growth Rate	5.9%

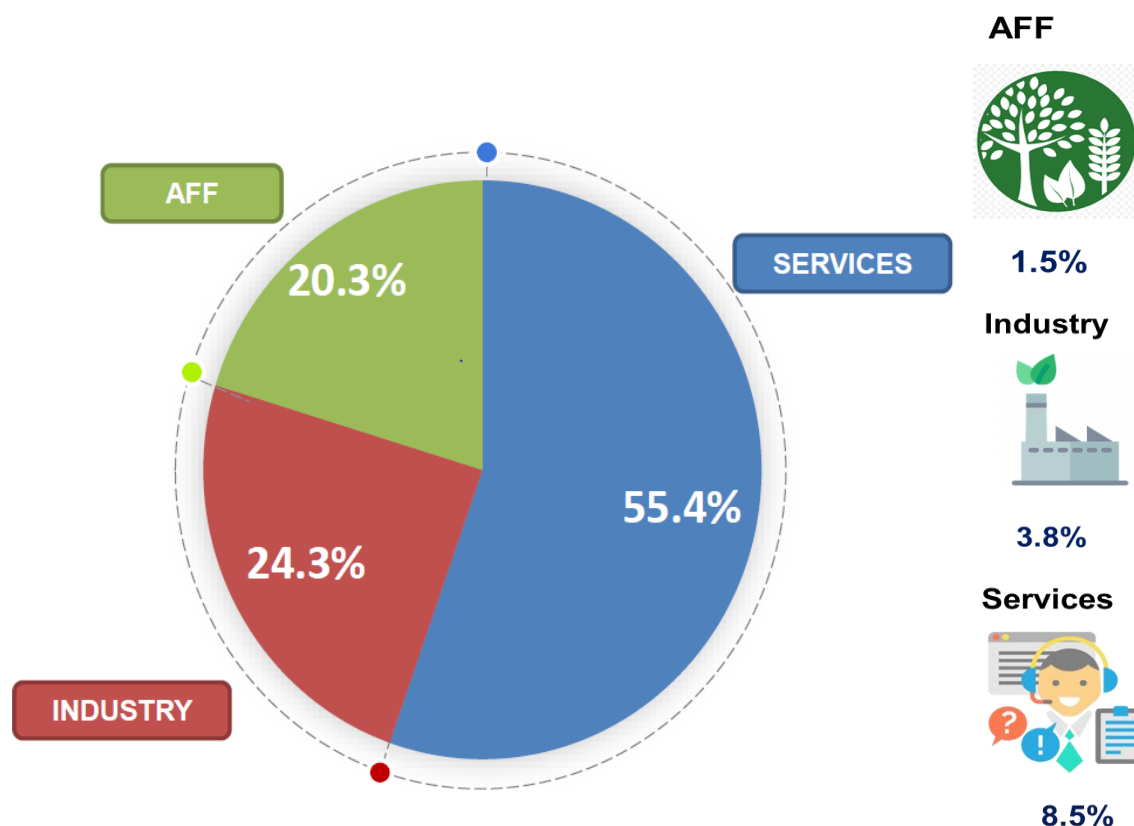
- **3<sup>rd</sup> largest region in Mindanao**
- **2018:** PHP228.8-Billion in BOI-approved investments
- **2019:** 9th largest contributor to PH economy (4.5%) among 17 regions

# Northern Mindanao Economic Performance: 1990-2019



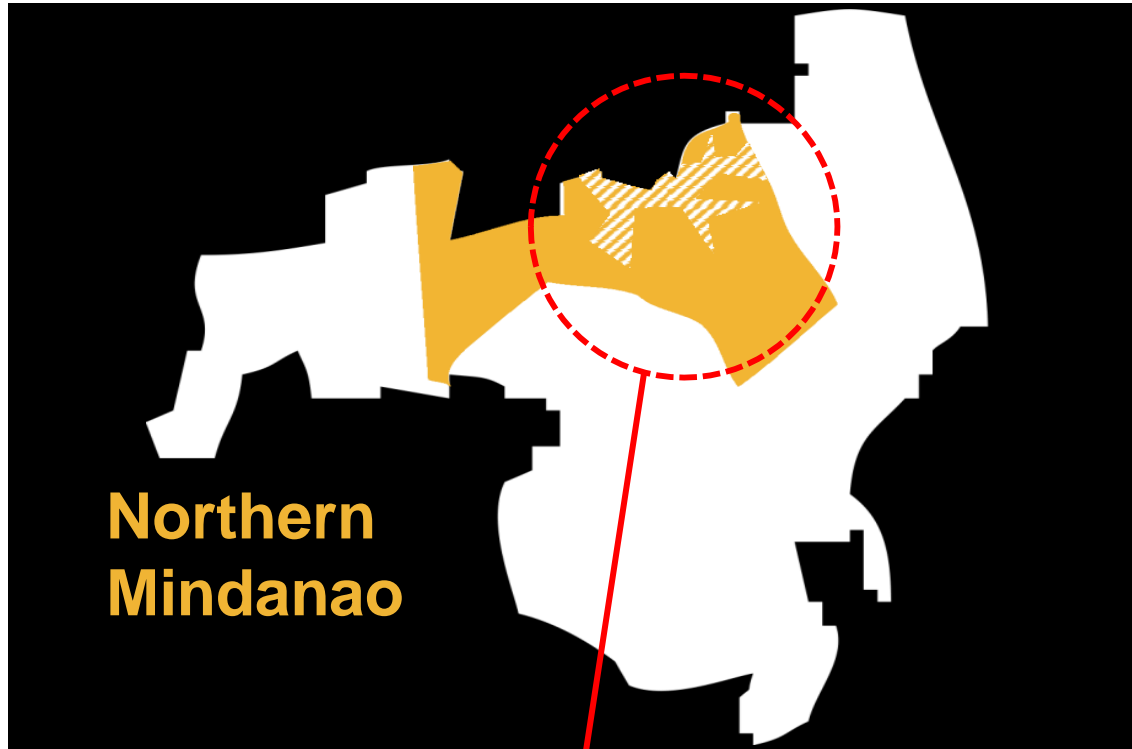
# Economy valued at PhP869.2 Billion (187.4億)

- Service-driven growth
- Strong potential for industry/manufacturing
- 5th highest per capita output valued at PhP175,373 (¥373,186)



REGION	YEAR		
	2017	2018	2019
<b>PHILIPPINES</b>	<b>164,885</b>	<b>172,712</b>	<b>180,528</b>
National Capital Region	415,210	432,181	457,034
Cordillera Administrative Region	165,997	173,651	179,484
Ilocos Region	108,156	113,471	120,153
Cagayan Valley	104,093	107,568	113,510
Central Luzon	165,346	173,452	179,954
CALABARZON	167,558	175,563	179,661
MIMAROPA Region	111,920	119,813	122,879
Bicol Region	82,254	86,916	92,314
Western Visayas	106,750	110,783	116,803
Central Visayas	144,511	152,478	159,223
Eastern Visayas	91,113	96,204	99,999
Zamboanga Peninsula	96,610	101,872	105,707
Northern Mindanao	158,825	167,832	175,373
Davao Region	155,504	164,042	172,820
SOCCSKSARGEN	101,274	106,486	108,478
Caraga	103,863	107,932	112,009
Bangsamoro Autonomous Region in Muslim Mindanao	49,239	52,013	54,020

5th

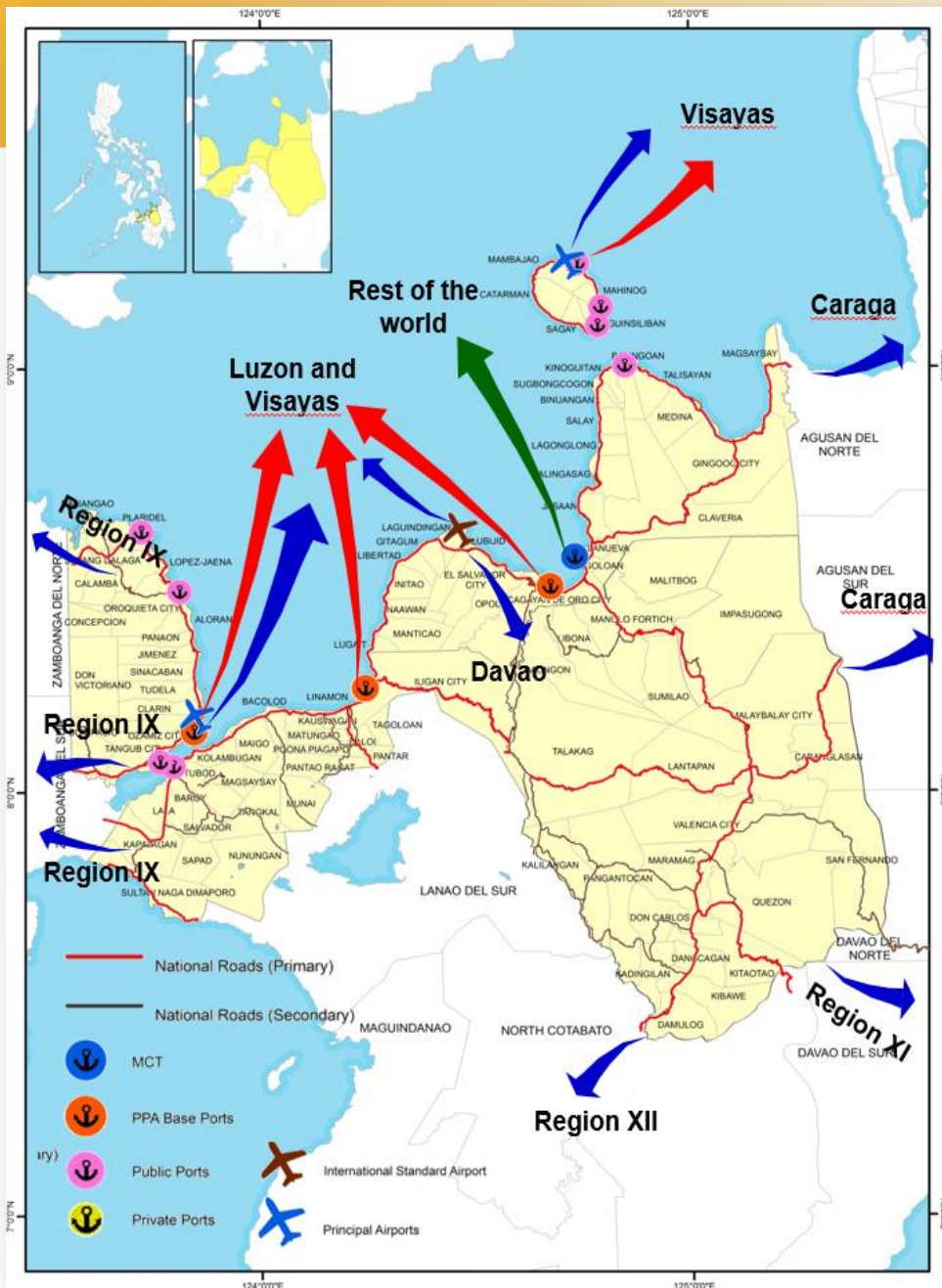


# Metro Cagayan de Oro

Region X		Metro CDO	%Share
Area km <sup>2</sup> )	20,496.02	2,279.40	11%
Population	4,689,302	1,219,005	26%

- PH 4th and NEWEST metropolitan center
- Major gateway and transshipment hub
  - Potential growth in:
    - Agribusiness - banana, rubber, bamboo, cacao, coco coir, coffee
    - Food and consumer manufacturing
    - Logistics and supply chain
    - Tourism and hospitality related industries





## Metro CDO: Major gateway and transshipment hub in Mindanao

### ○ Main access points

#### ○ Laguindingan Airport

- 4.1% annual growth rate in passenger traffic

#### ○ JBIC-funded Mindanao Container Terminal (MCT)—¥8,266-million

- Asia-Pacific ship calls

#### ○ Cagayan de Oro Base Port

- Hosts the 900-million gallon capacity of the Philippine Shell Petroleum Corporation's Northern Mindanao Import Facility

# Highly Competitive Metropolitan Cagayan de Oro (Metro CDO)

Composition: 2 cities (市), 11 municipalities (自治体)

CITY or MUNICIPALITY	COMPETITIVENESS RANK Philippine Cities And Municipalities Competitiveness Index (CMCI)	POTENTIAL INDUSTRIES FOR GROWTH
Cagayan de Oro City	<ul style="list-style-type: none"> <li>• <b>7th</b> Most Competitive Highly Urbanized City (out of 33 HUCs)</li> <li>• Most Resilient City in the Philippines in 2018</li> <li>• Seal of Good Education Governance (2017-2019)</li> </ul>	<i>Logistics, Retail and Trade Services, Financial Services, Health Services, Higher Education Services</i>
<b>Bukidnon</b>		
Manolo Fortich	<b>35</b> Most Competitive Component city	<i>High Value Agriculture, Agribusiness, Adventure Tourism</i>
<b>Eastern Misamis Oriental</b>		
Jasaan	<b>245</b> Most Competitive Municipality	<i>Manufacturing, Heavy and Light Industries</i>
Villanueva	<b>264</b> Most Competitive Municipality	<i>Manufacturing, Heavy and Light Industries</i>
Tagoloan	<b>95</b> Most Competitive Municipality	<i>Manufacturing, Heavy and Light Industries</i>
Claveria	<b>231</b> Most Competitive Municipality	<i>Upland Agriculture and High Value Crops</i>



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Western Misamis Oriental		
Opol	<b>202</b> Most Competitive Municipality	<i>Manufacturing, Heavy and Light Industries</i>
El Salvador City	<b>85</b> Most Competitive Component City	<i>Manufacturing, Heavy and Light Industries</i>
Alubijid	<b>74</b> Most Competitive Municipality	<i>Agriculture and Fishery</i>
Laguindingan	<b>98</b> Most Competitive Municipality	<i>Airport and Logistics Services, Agriculture</i>
Gitagum	<b>81</b> Most Competitive Municipality	<i>Agriculture and Fishery</i>
Initao	<b>235</b> Most Competitive Municipality	<i>Agriculture, Fishery, Ecotourism</i>

*Six (6) adjacent municipalities assessed for possible expansion:*

**Balingasag, Baungon, Libona, Malitbog, Sumilao, and Talakag**

# Metro CDO: Host of the largest industrial estate in the country



- **Industrial center of Region X**
  - PHIVIDEC Industrial Estate: 3,000-hectare Industrial Area with 2.7 hectare for development
  - Current Locators: Philippine Sinter Corp (JFE Steel Corporation), Pilipinas Kao, Steag State Power Inc., San Miguel Corporation, Jacobi Group, FDC Utilities Inc. Mindanao International Container Services Inc., Coca-Cola
- **Commercial and Trade Center**
  - Technoparks, BPOs, logistics, regional malls
- **178 banks (2019), 80% in Cagayan de Oro**
  - 20% annual rate of increase in bank deposits



# Metro CDO: Availability of Sufficient Life Support Services and Asia's Best Higher Education Institutions (QS World University Ranking, Asia 2021)

- Utilities: power, water, internet
  - Cagayan de Oro streamlined application process for Passive Telecommunications Tower Infrastructures (PTTIs)
- Health
  - Highest number of tertiary hospitals in Region X
    - Including Northern Mindanao Medical Center referral hospital for COVID-19
    - Emerging and Reemerging Infectious Diseases (EREID) Facilities ongoing construction in Cagayan de Oro City
- Education
  - Centers of Excellence/Development in Higher Education for electronics and electrical engineering, agricultural Education and radiologic technology in Region X





# Metro CDO: A Leisure, Tourism & Travel, & Retirement Haven

- Tourism circuits
  - Eco-tourism & adventure
  - Sports and leisure
  - Agri-tourism
  - Faith, heritage, culture
  - MICE (meetings, incentives, conferences, exhibitions)



# Metro CDO: Global Partnership-Friendly Metro

## ○ Philippines- Japan- Cagayan de Oro City

- ***Flood Risk Management Project for Cagayan de Oro River (FRIMP-CDOR)—PHP8.6 billion***
  - Enhanced with Project Lunhaw under UN Habitat's Building Climate Resilience through Urban Plans and Designs (BCRUPD) Project
- ***Wastewater treatment project with Hinode Sangyo Co., LTD***
  - Phase 1: Industry Partner (Limketkai Luxe Hotel)
  - Phase 2: Government Partner (Public Market)
  - Research partners: Xavier University and University of Science and Technology of Southern Philippines (USTP)

## ○ Philippines- Korea – Laguindingan- Claveria Misamis Oriental

- Laguindingan Airport Project Funded by South Korea International Cooperation Agency (KOICA)
- KOICA Farm Technology Transfer in Claveria, Misamis Oriental

## ○ Philippines – China – Tagoloan- Villanueva, Misamis Oriental

- Philippine-Sanjia Steel Corporation

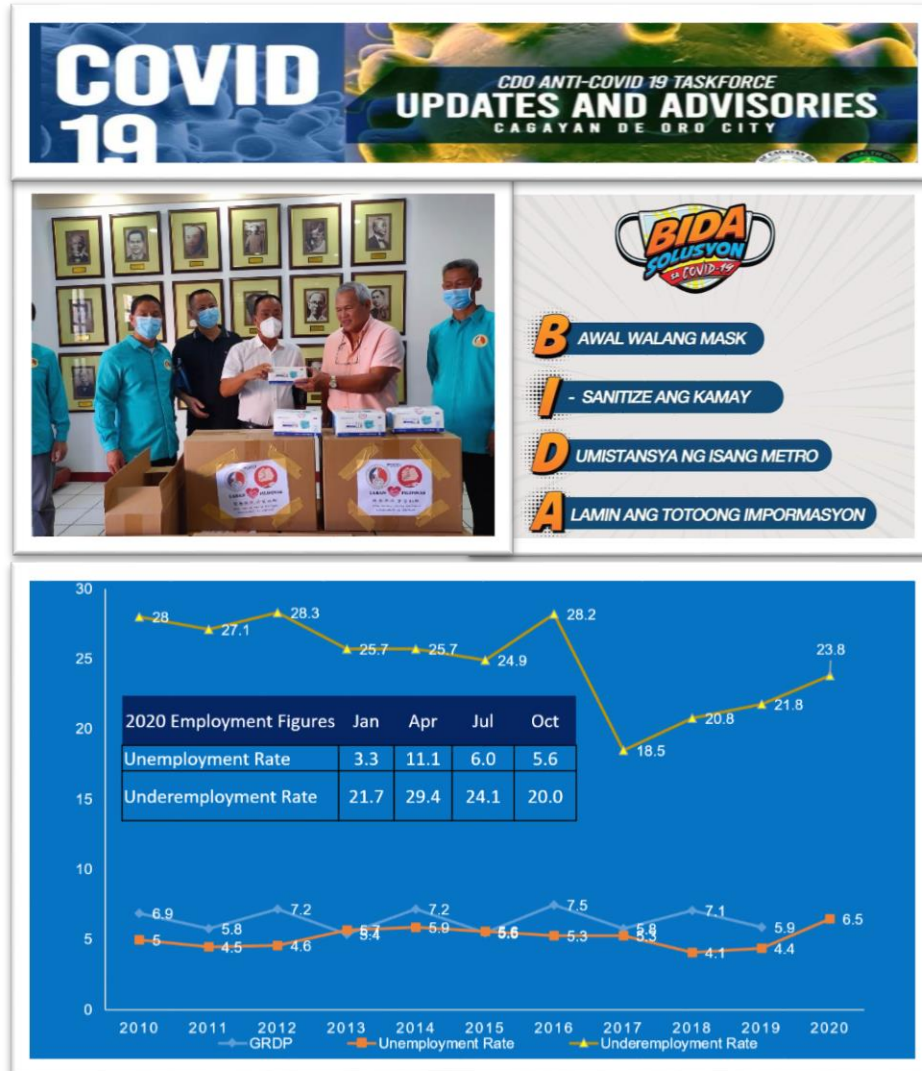
## ○ Philippines – Germany

- STEAG State Power Inc. in Villanueva, Misamis Oriental



## Metro CDO: Strike a balance between health and economy

- Whole-of-government and whole-of-society approach
- Measures are in place to delicately balance the health and economic objectives
  - Public health response
  - Augmentation of health systems capacity
  - Rebuild consumer and business confidence
  - Resume a new normal state of economic activity
  - Vaccination





**Metro CDO:** Strong partnerships among government, business sector, academe, youth, interfaith, civil society, and the international community (ネットワークガバナンス)

- Strong government and business and civil society network for metropolitan governance
- Pro-active and high performing local governments
- Disaster resilient supportive governance (*CDO as Number 1 Disaster Resilient City in PH in 2018*)
- Peaceful and orderly environment

*Led by high-performing dominant city:*

### **Cagayan de Oro**

- Consistently among top 10 Most Competitive Cities in the Philippines
- 2020: Startup Ecosystem ranked #3 nationwide
- 2019: Presidential Awardee Child-Friendly City
- Digital governance awardee: Online permit application, payment of taxes, fees
- Center for trade, health, transshipment, education, regional government
- Updated local investment incentives code (LIIC) and public-private partnership (PPP) code

# Metro CDO Development Prospects:

## Proposed Metro CDO Sustainable Urban Infrastructure Projects



Laguindingan

## Metro CDO Railway Project

Metro CDO Railway Project



Alubijid

El Salvador

Villanueva

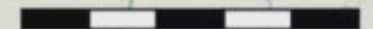
Tagoloan

Opol

Cagayan de Oro  
City

**MINDANAO RAILWAY**  
(Laguindingan-Cagayan de Oro-Villanueva)  
Total Length = 54.8 km

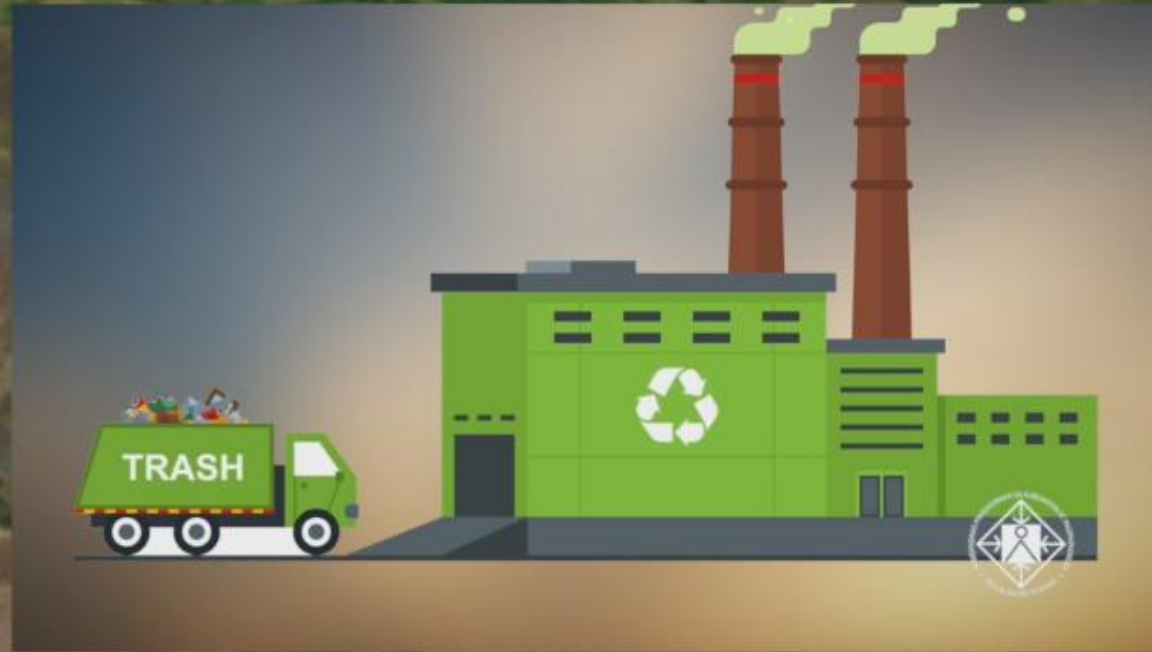
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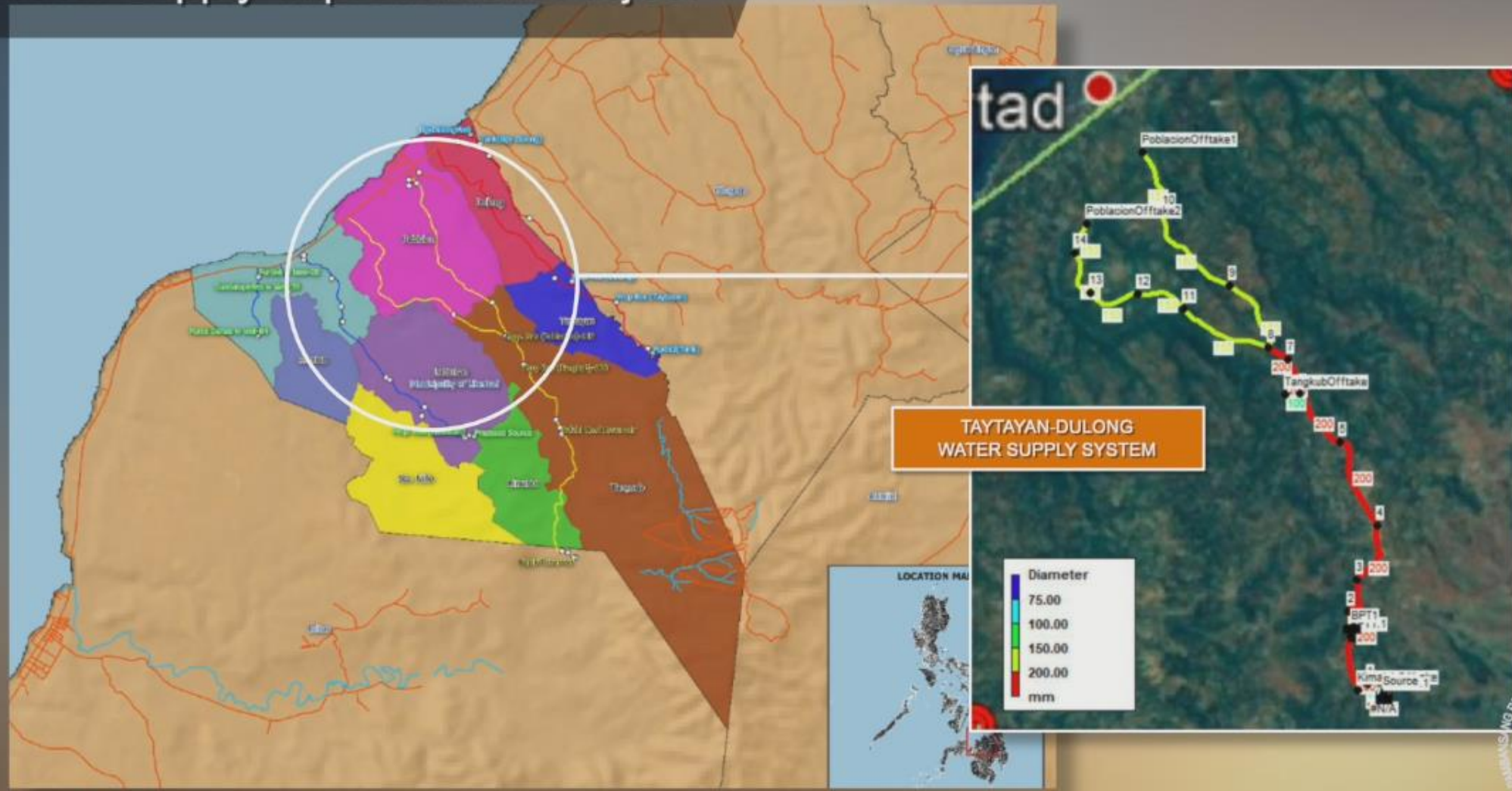
# Metro CDO Waste-to-Energy Project

Pagakungur Elementary School



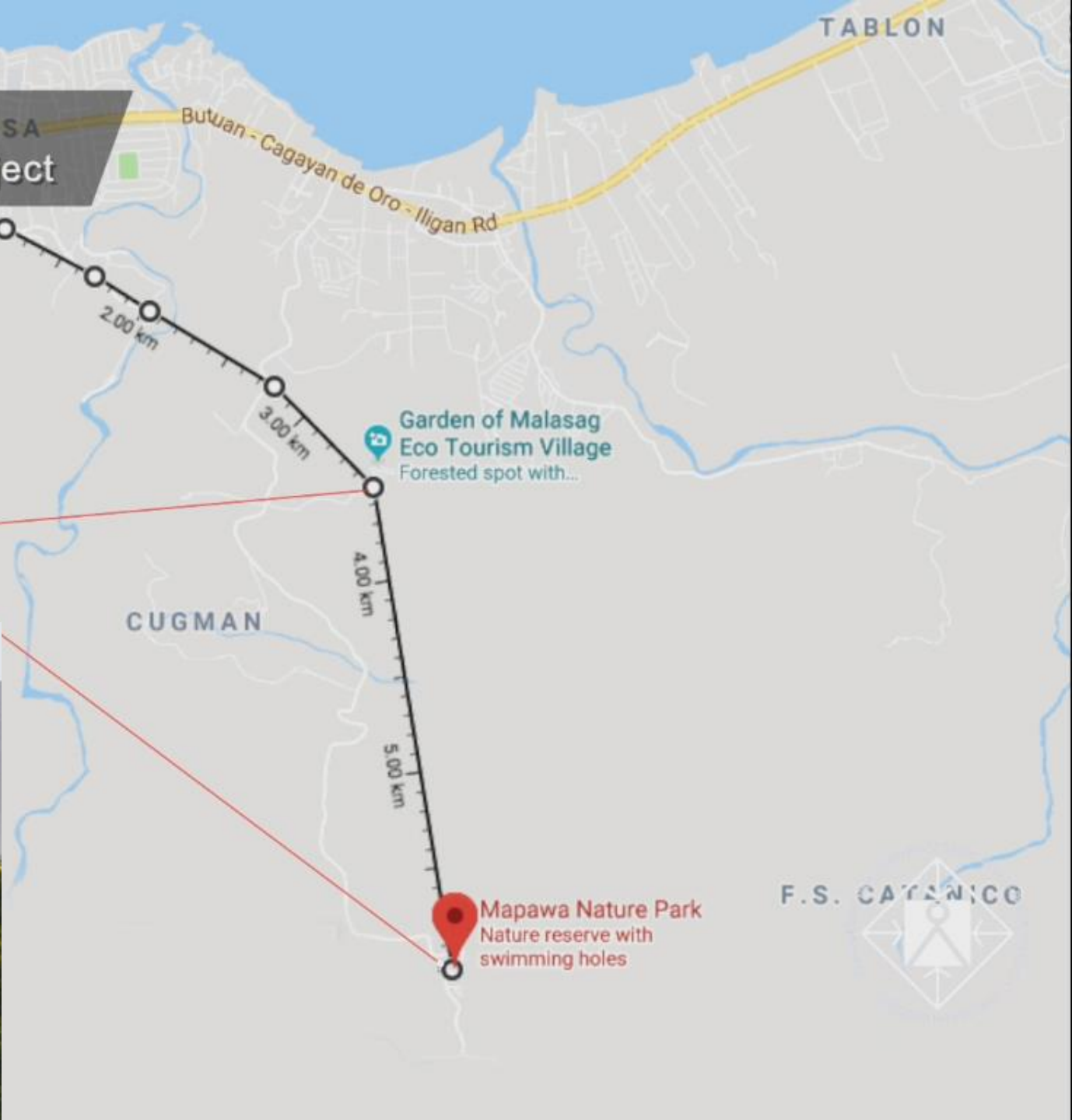


# Water Supply Improvement Project



# Metro CDO Cable Car System with Related Tourism Development Project

## Development of Tourism Facilities







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## Metro CDO Development Prospects:

Proposed University of Science and Technology in Southern Philippines (USTP)  
**Science Technology, and Innovation Hub** in Alubijid, Misamis Oriental





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**NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY  
RESEARCH AND DEVELOPMENT FUND**

**Terms of Reference (TOR) for Consultancy Services on the Conduct of a Competitiveness Analysis of Northern Mindanao as a Potential Location for the Establishment of an Integrated Steel Mill (ISM) in the Philippines**

**1. BACKGROUND AND RATIONALE**

**1.1. Contracting Authority**

The FY 2020 National Expenditure Program (NEP) has allocated funds Research and Development to be administered by the National Economic and Development Authority (NEDA) for the conduct of relevant studies that would support the implementation of the Philippine Development Plan and the Regional Development Plans for 2017-2022. Thus, the NEDA Regional Office X (NEDA-X) proposed a study on the Competitiveness Analysis of Northern Mindanao as a Potential Location for the Establishment of an Integrated Steel Mill (ISM) for consideration and inclusion under the said fund.

NEDA X shall be the Implementing Agency. The proposed project is one of NEDA-X's priority policy researches as indicated in the Regional Policy Research Agenda (RDPRA) 2017-2022.

**1.2. Relevant country/sector context**

The Philippine Development Plan 2017-2022 aims at achieving increased local and foreign investments particularly in manufacturing, agriculture, and services. At the regional level, the Regional Development Plan of Northern Mindanao 2017-2022 as one of its strategies encourage larger investments through the growth of heavy industries particularly backbone industries, such as the steel industry. Recent development shows

# Metro CDO

## Development Prospects:

### Ongoing Study on the Competitiveness Analysis of Northern Mindanao as a Potential Location for the Establishment of an Integrated Steel Mill (ISM)

### Objective

Describe and analyse the competitive advantages of locating an integrated steel mill (ISM) in Northern Mindanao



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# Strike gold with Metro Cagayan de Oro!

皆様のご協力を心よりお待ちしております

*(We look forward to a fruitful cooperation with you)*

## Cagayan de Oro Trade and Investment Promotions Center (Oro-TIPC)

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