

## Cebu Business Month (CBM)

### Executive Summary

The Cebu Business Month is an annual trade and industry festival providing a productive venue where entrepreneurs, industry associations, local and foreign investors, tourists, the local government units (LGUs) and the national government representatives converge, share best practices, technologies, form ties, as well as market their state-of-the-art products, services and technology.

CBM is specifically designed to promote Cebu's trade and industry opportunities, as well as to propel the development of Cebu's economy through business matching and friendly competition among participating enterprises and companies. It also gives participants time to relax and enjoy the best of what Cebu has to offer.

The celebration of this annual business festival began in 1991 and is one of the major activities of the Chamber which has accorded a big boost to the region's economy. **CBM** is envisioned to be an effective crowd-drawer. Local participation is constantly on the rise especially with activities that cover a wide range of subjects and involve an even greater number of people and institutions across all sectors of the economy. Over the years, coverage and participation has expanded as more and more sectors were positively benefited from the various activities conducted during the festival. Likewise, support from the local and the national government is continually strengthening.

The project aims to achieve the following objectives:

- to vigorously push Cebu and the region's development through a coordinated and harmonized efforts among vital economic stakeholders both from the government and private sector;
- to promote "Cebu" as a destination for tourism and ICT in the Philippines as well as globally;
- to present "Cebu" as a competitive global brand and institutionalize the brand in the global market;
- to strengthen SME's role in enhancing "Cebu's global competitiveness;
- to encourage stronger linkages among all major stakeholders in making Cebu a competitive global player; and.
- to acquire major learning from global players in order to improve Cebu's competitiveness.

The celebration is primarily comprised by the following activities:

- |  |                                     |
|--|-------------------------------------|
| 1. trade fairs and exhibitions         | 6. business sports                  |
| 2. business conference and fora        | 7. week end arts and cultural shows |
| 3. training                            | 8. jobs fair                        |
| 4. ICT and tourism congress            | 9. grand business awards            |
| 5. mall sales and street vending sales | 10. web awards                      |



**CEBU CHAMBER OF  
COMMERCE & INDUSTRY, INC. (CCCI)**  
(Entry for Best Chamber Management and Financing Project)

**Project: Cebu Business Month (CBM)**

**I. Beginnings**

The Cebu Business Month (CBM) project evolved out of the need for businessmen and entrepreneurs to convene in one venue for a significant length of time to share best practices and technologies, showcase products and services where possible tie-ups can be forged. It has the primary purpose of enhancing business and effecting wide-scale economic development especially among the small and medium scale enterprises.

It was first celebrated in 1991, initially as a week-long celebration to coincide with the founding anniversary of the Cebu Chamber of Commerce and Industry (CCCI) on the 15<sup>th</sup> of June. The business festival primarily includes conferences, trainings, fairs and exhibits, business matching, sports tournaments, mall sales and street vending. These component activities have spurred extensive participation and greater economic activities not only in Cebu province but even to its peripheral islands and regions in the country. Every CBM celebration is adopting an annual theme depicting the aspirations of businessmen in the context of what's happening in the locality, the country and worldwide.

In 1996 during the Diamond Anniversary of CCCI, CBM was expanded to cover the entire month of June as participation extended to the neighboring regions in Visayas and Mindanao. The Cebu Business Month flourished through the years and was institutionalized through city and provincial resolutions (nos. 1635 and 367-94), and a Presidential Proclamation (No. 352). The festival was further affirmed with the passing of Presidential Proclamation No. 748 at the CCCI's 75<sup>th</sup> (diamond) Anniversary. For their part, the City and Provincial governments of Cebu likewise passed Resolutions Nos. 143-96 and 1890, respectively.

Through the years, component activities comprising the festival has expanded as participation reached to the national level and even with participation from international organizations like Canadian International Development Authority-Private Enterprise Accelerated Resource Linkage and Handwerkskassel of Germany, a sister chamber who has greatly helped also in the growth and development of CCCI. Indeed, CBM has become an institutionalized business festival with active and strong support from individual companies, industry associations and the local and national governments.

**II. Project Description/Innovative Nature**

CBM is one of the major activities of the Chamber which has accorded a big boost to the region's economy. It is specifically designed to promote Cebu's trade and industry opportunities, as well as to propel the development of Cebu's economy through business tie-ups and friendly competition among participating enterprises, industry sectors local government units and civic groups. Likewise, it institutionalized the much coveted Grand Chamber Awards where it initially recognized members for their active participation to the Chamber movement and for its exemplary performance as corporate citizens. The event



likewise gives special citations to individuals and institutions who have contributed to the development of Cebu's economy as well as for giving pride to the island province. In 2004, the Grand Chamber Awards was conferred by no less than Her Excellency Gloria Macapagal Arroyo, President of the Philippines to Cebuano taipans and exemplars.

Now on its 14<sup>th</sup> year, CBM has proven to be a very effective venue where entrepreneurs, local and foreign investors, tourists, the local and national government officials, form ties, as well as market their state-of-the-art products, services and technology and share best practices. It also gives businessmen the opportunity to relax and enjoy the best of what Cebu has to offer through sports tournaments and business in leisure trips.

The project is run by a Management Committee headed by a Chamber Member/Officer with members from among the Executive Officers of participating institutions from both government, non-government organizations and the private sector and supported by CCCI staff. The CBM Committee plan out and implement a coordinated month-long festivity participated by a wide range of trade, industry, civic and sectoral groups. Project activities significantly contribute to the promotion and enhancement of business and the general economic growth.

It should be noted that CBM 2003 & 2004 was chaired by a lady entrepreneur. Likewise, extensive assistance in terms of marketing and promotion of the different events locally and nationally was also chaired by another lady entrepreneur in the area of advertising and promotion.

The project's primary activities in 2004 include: Grand Opening Salvo at the mall, Sports competition such as the Canoe-Kayak Race, Multicab and Motorcycle Drag Race, Water Badminton, Shows and Exhibitions such as Information, Communication & Technology exhibits, Transportation Show, Web Awards, Jobs Fair, Weekly Arts and Culture shows featuring bridal fairs, song and dance festivals, cook-a-thon, and culminated by the Grand Chamber Awards where achievements in trade and industry worthy of emulation were formally recognized.

A very effective crowd-drawer, the business festival is venue to local, national and international trade and industry arrangements and transactions. Participation is constantly on the rise especially with its varying activities that cover a wide range of trade and industry segments and involve an even greater number of people and institutions across all sectors of economy.

A great plus factor of the project is that it is able to bring together all major economic stakeholders in the business community including the local government units, regional line agencies and civic organizations to pool funds and resources together. Government and private sector efforts are harmonized and synergized to promote Cebu, provide an environment conducive to business and enhance and highlight the role of the Chamber to catalyze and successfully make things happen. Project funds are out-sourced from partner

institutions, sponsors and donors whose line of businesses are likewise promoted and marketed all throughout the project duration. This enables partners and sponsors to execute wide-scale marketing of their respective business while at the same time share technologies and best practices to the business community, thus making it thrive and grow. Project financing range from Php5-10 million, with trickle down effects to marketing and sale increases to participating companies and the business community in general, creating new businesses and providing job opportunities.

Another is the strong support from the local government units, the regional line agencies as well as the national government itself. The project has been institutionalized by local and presidential proclamations making it a formal and regular business festival in the metropolis. Aside from the legal support CBM has also acquired regular financial support from the local government units with many of its activities undertaken providing the government a venue to disseminate information, knowledge and skills in their respective areas of functions thus improving their service and reaching out to more constituents.

One significant challenge that the project is presently faced with is that because of its rapid growth and expansion, its component activities could not be adequately managed by the existing CCCI staff, hence the need to outsource some of the component activities where support of event organizers are also being sought. The outsourcing do not only provide business and create job opportunities to service providers and its manpower but also allow the chamber to focus on its core function and manage CBM in a more effective and efficient manner.

A very vital exercise immediately after every CBM is the Post Evaluation where the goals and objectives of the yearly activity are assessed whether it has been achieved in terms of projected revenue, expense and net income including its qualitative performance which has far-reaching effect. The insights and learning of every CBM is taken into consideration during the conceptualization and planning stage of the incoming CBM which usually starts at the 3<sup>rd</sup> quarter of the current year.

For the year 2005, CBM bears the theme, “Gearing Up for Global Play” focusing on promoting Tourism, Information and Communication Technology (ICT) and the Small and Medium Enterprises. Its major activities are: “Cebu: More than the Usual” tourism activities that includes a road show at Glorietta in Manila; Fun and Sports events including and international golf tournament; Cebu “Biaje” Muna where Cebu is promoted as a summer destination for fun, shopping, dining, nightlife, etc. with tour packages and promos; and a Regional Tourism Congress in June. There will also be a launching of the 1<sup>st</sup> Cebu ICE on ICT or the 1<sup>st</sup> Cebu International Conference & Exhibition on Information Communication Technology and an SME Congress showcasing furniture, gift items and special settings distinct to Cebu alone. It shall have six major activity components namely: Opening Salvo, Grand Chamber Awards, Fellowships and Sports, Tourism, ICT, and SME development.



### III. Project Impact

CBM has definitely invigorated, strengthened and improved business in the region especially in the area of tourism and information and communication technology. The projects major components focus primarily on ICT exhibition, shows and awards with special conferences and seminars for technology and best practices sharing. The festival culminates with a grand award where exemplary achievements in trade and industry are given recognition. Thus, over the years this business festival gained stronger and greater support from various sectors not only in business but also from the government and industry groups.

The annual celebration has expanded in duration from just a week, now to more than a quarter per year. Likewise, participation and industry coverage has expanded tremendously. As knowledge, skills, technology and best practices are shared and disseminated, an increasing number of entrepreneurs and industry groups gained interest in actively participating in the festival. Linkages and business tie-ups between and among investors and entrepreneurs have multiplied across the region. Trade fairs, exhibits and job fairs usually gather more than a thousand viewers while conferences and seminars is participated by no less than 300 persons average per event.

It is also noteworthy that the festival has gained continued and increasing support from the government and local administrators. Five out of the six cities (namely: Cebu City, Mandaue City, Talisay City, Lapulapu City and Toledo City) comprising Cebu major cities of the island has been actively supporting the festival. In addition, the Cebu provincial government headed by its first lady governor elected into office in Cebu is also giving its full backing to the CBM. This ensued greater cooperation and coordination of efforts between the government and the private sector as well as among the various industry sector groups.

There has also been positive changes as follows:

- increased business activities
- increased and enhanced business linkages
- greater cooperation between the government and the private sector (trademark of Cebu)
- greater coordination and cooperation among sectoral groups and industry associations
- strengthened advocacy/marketing efforts among various industry groups
- improved and expanded marketing scope
- a more coordinated development plan where business is able to input vital issues and concerns to make the government plans and programs relevant and practicable especially for business
- unified efforts and pooled resources effecting larger and wide-scale benefits



In addition, the project has enabled CCCI to grant more incentives to its employees as well as improve on the physical and financial operations of the chamber.

#### IV. MEASUREABLE OUTCOMES:

##### Financial (in Philippine Peso)

Financial Performance	2003	2004	% Contribution to CCCI Operations Net Income
Revenue:	3,683,956	8,662,632	
Expense	1,848,942	6,932,807	
Net Income	1,835,024	1,709,835	<b>36% in 2003</b> <b>25% in 2004</b>

\* Note that 2004 revenues included sponsorship in cash & in kind and the year had 2 months CBM celebration from May to June with extensive nationwide publicity and promotion in local, print, broadcast (radio, television & cable channels). The Management Committee decided to invest in wide publicity and promotion not only to satisfy sponsors and partners by giving them excellent mileage but also to promote Cebu as tourist and ICT destination. The consequent effect is that Cebu gained more tourists and business expansion, in fact, even better now than in the previous years.

##### Membership increases

	2003	2004
Additional Members	80 mostly service sector	61 new members

##### Business & Job Creation:

Major Event	Audience	2003*	2004*
Trade Fairs Based on reported actual & booked sales as reported by exhibitors which is normally very conservative and average P20,000/booth fee	6000 + pax	P1Million+ Engaged services of contractual exhibition installer employing at least 5 people for the duration With booked orders it offered additional employment opportunity especially for contractual	P1Million + Engaged services of contractual exhibition installer employing at least 5 people for the duration. With booked orders it offered additional employment opportunity especially for contractual workers

		workers	
ICT Show P20,000/booth fee * employed do not include additional manpower hired by company for booked sales, new business	6000 +	1 million + Engaged services of contractual exhibition installer & caterer employing at least 10 people for the duration Creates economic activity especially with booked orders	1 million + Engaged services of contractual exhibition installer & caterer employing at least 10 people for the duration. Creates economic activity especially with booked order
Jobs Fair	3000+	100 + jobs	150 + jobs
Colon Flea/Night Market Booth fee (P1,500)	5000 +	P1 M +	Not done
Business Forum Hosted & Sponsored	100+ pax	Catering services provided work/employment to at least 5 persons	Employed 5-10 persons
Opening Salvo/Publicity & promo	1,500 in 2003 2,500 in 2004	Employed 6 people	Employed 10 people
Grand Chamber Awards P350/pax in 2003 P350/pax in 2004 ticket price	350 + pax in 2003 500 + in 2004	engage services of hotel for venue & caterer & hired hosts & entertainers for the duration (20 pax)	engage services of hotel for venue & caterer employing hired hosts and entertainers for the duration (25 pax)
Multi-cab & motorcycle drag race	1,500 pax	- n.a.-	60 pax for events team, support manpower and security forces
Other activities (publicity & promo, kayak CBM preparations)	Tie up business with supplies & service providers	25 pax	100 pax

#### **Partner Institutions/Participating Establishments (2003-2004)**

Government	Corporate/Companies	Foreign Funding Institutions/Non-Government Organizations
Office of the President, Province of Cebu, City Government of Cebu, Department of Trade & Industry (Bureau of Small	Aboitiz Transport Group, Philippine Long Distance Telephone, Globe Telecom, Cebu Ferries, ABS-CBN, Bulletin, Sunstar Daily,	Canadian Development Agency-Private Enterprise Assistance Linkage Project, PCEEM, Colon Business Association, Coalition for Better Education, Furniture

& Medium Enterprises, Department of Transportation & Communications, Department of Science & Technology, Technical Education and Skills Development Authority, Philippine Information Agency, etc.	Cebu Holdings, Lexmark, Shangrila Mactan Resort, inter.net, San Miguel Corp., Alcorado Advertising, ASAP advertising, Philippine Airlines, Cathay Pacific, Cebu City Marriot Hotel, Malaysian Airlines, etc. Salcon Power Corporation, Korea Electric Company, Cebu Pacific, SMART (Simply Amazing), Summit Mineral Water, Norkis- Yamaha, Yokohama Tires, Cebu Home Builders, Metro Gaisano, SM City Cebu, Ayala Center Cebu, etc.	Industries Foundation, Fashion Accessories Mnf. & Exporters, CEDFIIt, Ministry of Trade Royal Thai, etc. Chambers of Commerce in Central Visayas, Mindanao & Luzon including Philippine Chamber, Association of Computer Businesses of the Philippines-Cebu Chapter, etc.
About 25 government agencies were involved	More than two hundred companies/enterprises who partnered and sponsored this CCCI endeavor	More than 30 NGO's & foreign funding institutions who assisted the project

## V. Relevance of the Project Category:

The Cebu Business Month celebration is one of the major sources of revenue of CCCI. It does not only provide operational sustainability but likewise honed the management skills of the CCCI Board of Trustees, CBM management committee and CCCI staff in conceptualizing events and relevant activities for its members, the business community at large and Cebu as a whole. The last two years of CBM (2003-2004) brought greater net income and cash balance for the Chamber. Furthermore, it has also brought goodwill and renders trusted credibility and capability of CCCI's in staging and organizing business event of such magnitude where all sectors of society look forward to.

## VI. Project Replication

The business festival concept has actually been replicated in other chambers of commerce in the country especially the members of the Council of Visayan Chambers (CVC) and other local chambers nationwide. The CVC is a federation of chambers of commerce and industry in the Visayas area comprised by about 15 independent chamber of commerce. The Council has its own set of officers and projects and meets regularly.

Chambers of commerce especially sister Chambers of Cebu Chamber who are organizing similar events and either name it (name of Chamber) Business Week or Business Month usually seek the advise of CCCI in the area of conceptualization, project funding and revenue generation packages & proposal, events marketing and promotions among others.





Replication of the business festival is very beneficial to industries and local business because aside from enabling them to establish forward and backward linkages, the participating companies will also be able to expand market and coverage, they are also enabled to reach out to clients for better product and service development.

Arising from the project's outstanding benefits it continually gained support from various companies and institutions as well as the local and national government. Now on its 14<sup>th</sup> year, it has continued to expand, enhance and strengthen and has become an effective venue of cooperation and coordination of efforts between the government and the business/industry sectors.

## **VII. Project as Model**

In terms of replication and applicability to other chambers in other parts of the world, the project is highly viable and profitable not only in terms of income generation but more so in enhancing and improving products and services as well as strengthening linkage and coordination between the government and the private sector and between institutions.

Annual events like CBM can enhance local chamber's directory of responsive services and the opportunities it can offer to its members and the business community in their locality as proven to be effective in Cebu. A lot of chambers in the country have actually gathered relevant inputs from Cebu on how to implement the same in their chambers. With more Chambers in the Philippines doing similar activities to CBM, it can create more entrepreneurial activities thereby creating more jobs. Recognition of individuals and institutions during Awards Night can also inspire other people to become role model and be responsible corporate citizens in their own field of business.

CBM has actually propelled the development of Cebu's economy through the series of events such as shows, exhibits, trade fairs, conferences, relevant industry summits, tourism prospects, sports and fellowship activities are lined up for Cebu residents and entrepreneurs, neighboring regions and even visiting foreign nationals. The landmark celebration gives the participants time to show what they can offer and also enjoy the best of what Cebu can offer.



## Annex A: CCCI PROFILE

The Cebu Chamber of Commerce and Industry began as an association of traders in the port of Cebu way back in the early 19<sup>th</sup> century. It existed as early as 1913 and was registered with the Securities and Exchange Commission (SEC) on June 15, 1921 thus obtaining legal personality.

Envisioned to be the **“engine for Cebu’s Economic Growth”**, the Chamber is committed to initiate and influence multi-sectoral initiative and the development plans of the government; promote and institutionalize linkages, domestic and foreign investments, strengthen the skills, capabilities and resources of members and the business community at large and, provide value-added services responsive to the needs of business.

The focus of CCCI’s thrust and direction are Tourism and Information and Communications Technology (ICT) and the promotion of Small and Medium Enterprises. In Tourism, CCCI believes that Cebu has the competitive edge over any other area because of its strategic location being at the center of the Philippines, its rich culture and heritage, hospitable people, pristine beaches and 5-star resort/hotels and safe and convenient travel with an international airport convenient for business and leisure trips. Cebu has likewise the greatest potential in ICT have an educated labor and skilled manpower and big telecom and it providers available for any business process outsourcing requirement, programming, call agent requirement of investors. Developing Small Medium Entrepreneurs is likewise a focal point because it comprises majority of the businesses in Cebu and provides the greatest opportunity for employment and creates more job.

Currently, CCCI has a membership of close to 700 single-proprietor, partnership and SEC (Securities & Exchange Commission (SEC) registered companies including sectoral associations. Members are coming from Trade, Industry, Service, Agri-a & Sectoral Association. The general membership elects the 21 Board of Trustees who serve as volunteers and headed by the President. The board of trustees are the policy making body of the chamber who serve as volunteers. The day to day operation of CCCI done by the full-time staff is headed by the Executive Director.

Its landmark business address is 11<sup>th</sup> & 13<sup>th</sup> avenues North Reclamation Area Cebu City. The building is owned and managed by the Chamber which also houses members sectoral associations and companies and government institution.



The Chamber experienced rapid growth in the 80’s & 90’s with the establishment of the Philippine German Chamber Cooperation Program (PGCCP) that extended technical and financial know-how and institution-building skills to the various chambers of commerce in the Visayas

CCCI was awarded the most Outstanding Chamber throughout the country for two consecutive years (1995-1996) by the prestigious Philippine Chamber of Commerce and Industry, Inc. and was accorded the **“HALL OF**



FAME” award in October 1997. In the year 2000 the Cebu City government honored Cebu Chamber with the *“Engine for Cebu’s Economic Growth”* award.

In the furtherance of SME growth, CCCI lobbies and coordinates government and other development organizations links with local and international organizations where the SME interests are involved. CCCI is represented in government bodies, NGO committees and councils to promote the interest of the SME’s. The Chamber is likewise regularly conducting programs and projects aimed at capacitating SME’s and offer windows of opportunities for its growth and development.

The Chamber has been gearing up to brace the formidable challenge of globalization. To add value to Chamber membership, the Chamber is establishing various linkages with local and international organizations in coming up with programs and projects to enhance and strengthen members’ capability especially the SME’s

## **SERVICES OFFERED**

### **Business Advocacy**

✓ The CCCI is represented in more than 30 government agencies and councils as well as non-government organizations, CCCI takes a proactive stand on issues, comes up with policy research and position papers and submits them to the appropriate local and national government agencies.

### **Documentation**

✓ Chamber Seal/Certification

### **Linkage with other organizations**

✓ Links members with local and international government/non-government organization & potential business partners

✓ Academic-Industry linkage

✓ Has sister chamber-relations with local and international chambers

### **Trade Missions**

✓ ”One-on-One” business meetings where local and foreign counterparts meet, given a full profile of each company’s needs/wants, interests in specific business

✓ Joint-venture partner search (local and foreign)

✓ Organize outgoing and hosts incoming missions

### **Trade Fairs and Exhibits**

✓ Opportunity to witness and participate in fairs, showcase products, services and exhibits

✓ Year-round provision of octanorm/exhibit panels

### **Trainings and Seminars**

✓ Skills training, management seminars, business fora and symposia

✓ Entrepreneurship and market development

### **Membership Promotions**

✓ Focused group discussion

✓ Business Opportunity sessions

✓ General membership meetings regarding business issues and concerns

✓ UPDATE- a publication on government policies, rules and regulations, trade opportunities

✓ Membership business directory

✓ Product launching assistance



### **Other Business Support Services**

- ✓ Secretariat services
- ✓ Conference room and audio-visual equipment rental
- ✓ Library/Information Materials

For all the chamber programs, advocacy works and projects to be pursued and sustained, these requires financial support form government and non-government organizations and other partners as well. More details about CCCI can be browsed at our website at [www.esprint.com/~ccci](http://www.esprint.com/~ccci) or email [ccci@cebuchamber.com.ph](mailto:ccci@cebuchamber.com.ph) or call (6332)2321421-24, (6332)2323957/2323951 or fax at (6332)2321422 or 4129461.

### **Annex B. CEBU Profile**

Located between 9925' and 11915' latitude and between 123913' longitude in the center of the Philippine archipelago, Cebu is 365 miles south of Manila and can be reached in an hour through air travel. Cebu is characterized by narrow coastlines, limestone plateaus, coastal plains but with predominant rolling hills and rugged mountain ranges traversing the northern and southern lengths of the island. Although Cebu's steep mountains reach over 1,000 meters, the island lacks substantial forest cover. In the towns of Bogo, San Remigio, Medellin and Daan Bantayan at the northern tip of the province, considerable flat tracts of land are found.

**Cebu** is the country's oldest city. With its rich historic past, Cebuanos are proud of their cultural and historical heritage, a legacy which has endured through the centuries from the time the great explorer Ferdinand Magellan first planted the cross on Cebu's shore.

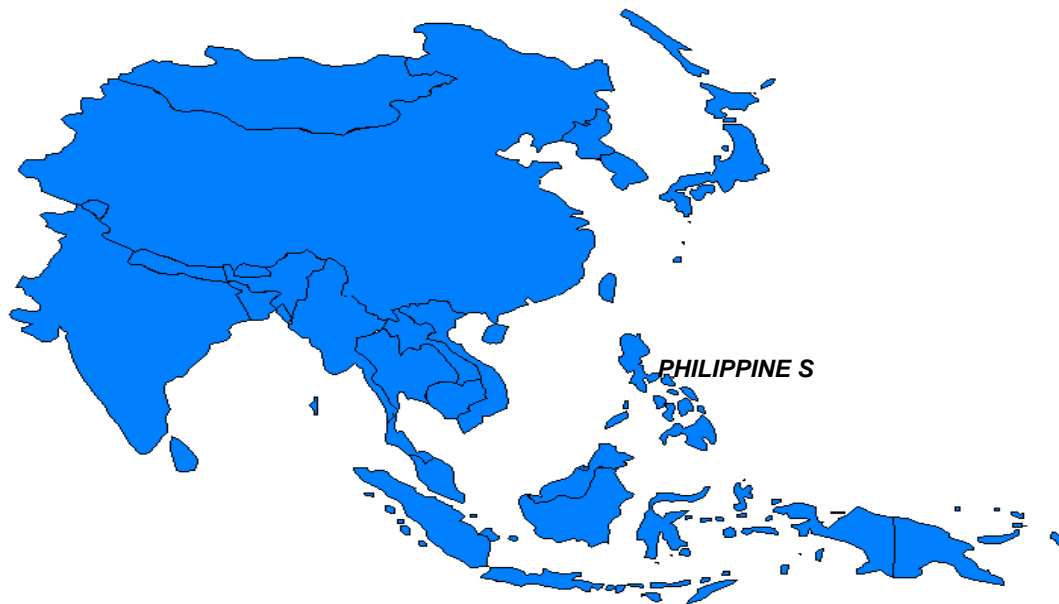
Formerly called Zubu, a fishing village and busy trading port in 1521 Cebu has evolved a highly urbanized metropolitan center which now serves as focal point of growth and development in Southern Philippines. With its six cities: Cebu, Danao, Lapulapu, Mandaue, Talisay and Toledo and 48 towns, Cebu has more than kept pace with the nation's progress. Presently, the island province leads in traditional and non-traditional exports and has one of the highest economic growth rate in the country. In addition, recent economic indicators pointed out that Cebu has become the country's most favorite tourist and IT destination.

Cebu is the gateway to around two thirds of the Philippines' tourist destinations. It is the primary destination for approximately 35% of the Philippines' foreign visitors. Opportunities for ocean and land recreation, transportation, information marketing, and tourism-related developments such as mountain resorts, hotels and golf courses, dives and beaches represent an investment value of hundreds of millions of dollars. In addition, water sports is gaining prominence as plans from water sports enthusiasts to make the province the site of international sports competition are being worked at.

Cebuanos take pride in their rich tourism treasures. Cebu is not only the Queen City of the South, it is also the Queen City of Tourism down South and the gateway to many other world renowned tourist destinations.

Annex C. Pictorials of CBM Activities ( will be sent as a separate document)

Annex D. Map of Southeast Asia (Philippines marked)



Annex E. Map of the Philippines (Cebu indicated)

