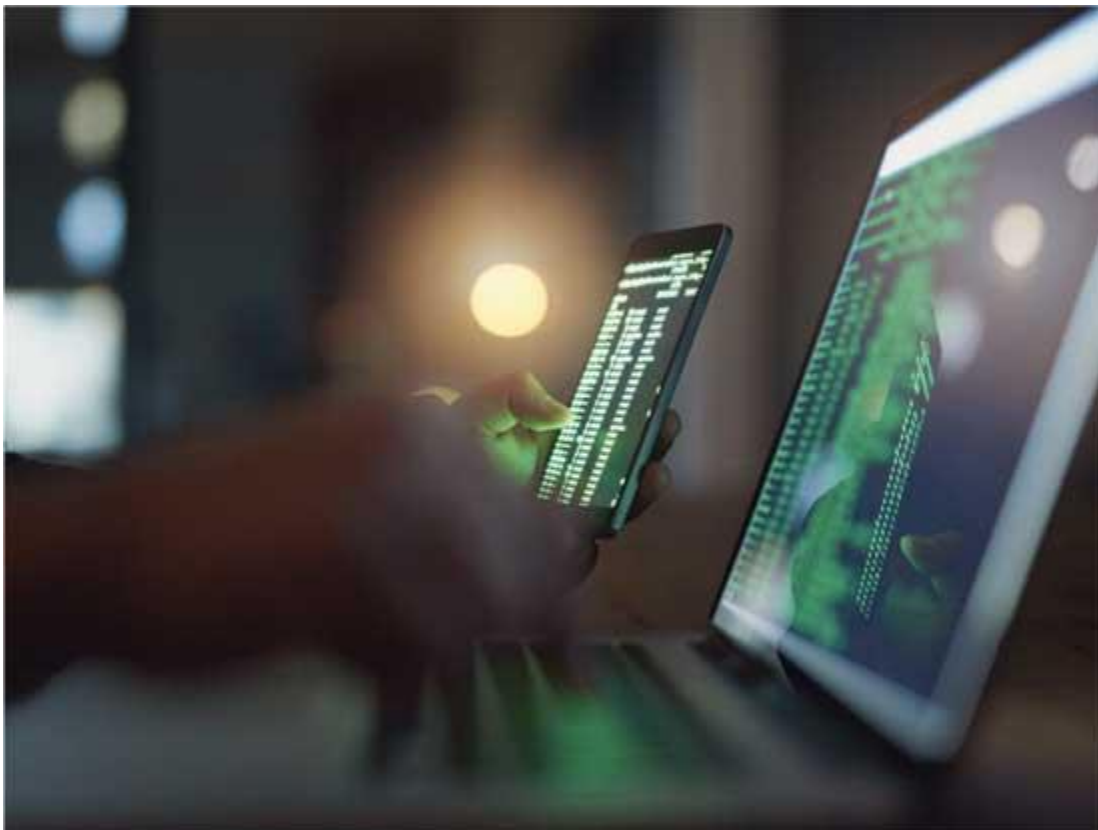


# QC backs business registration via smartphones

BY THE MANILA TIMES  
NOVEMBER 11, 2018

In order to improve the ease of doing business in Quezon City, Vice Mayor **Joy Belmonte** has announced plans for the city to pilot the development of a business registration application on smartphones in partnership with the government of New Zealand.

“The ambassador of New Zealand is interested in helping to sponsor the development of an app that will allow the registration of businesses using smartphones. This will speed up the process of business registration in Quezon City and, if successful, will be rolled out nationwide,” Belmonte said in an interview.



The innovation, Belmonte said, will also reduce face-to-face interaction and middleman transactions that could potentially eradicate corruption in the registration of new businesses in all local government units (LGUs).

The vice mayor thanked New Zealand Ambassador to the Philippines David Strachan, New Zealand Trade Commissioner to the Philippines Hernando Banal II, and National Competitiveness Council (NCC) co-Chairman Guillermo “Bill” Luz, who also serves as honorary adviser to the Asia New Zealand Foundation (ANZF), for selecting Quezon City as the app’s first target.

“We were selected as the pilot for this particular project because of the population and size of Quezon City. As of 2018, we have nearly 75,000 registered businesses and that number is rapidly increasing,” Belmonte pointed out.

“We also aim to be the benchmark for ease of doing business,” she said.

The business registration app is set to be implemented in three phases, with the last phase dedicated to the actual development of the application. **Business Permit and Licensing Office (BPLO)** head Garry Domingo and **Quezon City Investments Promotions Office** head Regina Samson will lead the city government officials involved in the development, which is set to happen in November.

“If the prototype works in Quezon City, then the app will be developed for the rest of the country to use,” the vice mayor said, adding, “It is high time we leverage this technology because so many Filipinos are using the internet and smartphones to get things done. LGUs need to catch up.”

Quezon City was the first LGU in the country to launch the Philippine Business Registry (PBR), an integrated business registration process covering applications to the Department of

Trade and Industry (DTI), Bureau of Internal Revenue (BIR), Social Security System (SSS), Home Development Mutual Fund (Pag-ibig), and Philippine Health Insurance Corp. (PhilHealth).

The PBR is utilized by the Quezon City Business One Stop Shop (BOSS) in the city hall to provide a single location for all transactions.