Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
23rd City Council

PO23CC-175

45th Regular Session

ORDINANCE NO. SP- 3495 *, S-2026*

AN ORDINANCE INSTITUTIONALIZING THE PROUDLY ORIGINAL PRODUCT OF QUEZON CITY (POP QC) PROGRAM FOR THE NANO, MICRO, SMALL ENTERPRISES AND COOPERATIVES (NMSEC) IN QUEZON CITY

Introduced by Councilor CHARM FERRER, CPA, MPA, JD

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Bernard R. Herrera, Dorothy A. Delarmente, M.D., Joseph P. Juico, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Aly Medalla, Dave C. Valmocina, Atty. Christoffer Allan "Tope" Liquigan, Albert Alvin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Luigi D. Pumaren, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Imee Rillo, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Joseph Joe Visaya, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Victor "Vic" D. Bernardo, Vito Sotto Generoso, Jose Maria "Mari" M. Rodriguez, and Jhon Angelli "Sami" C. Neri

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WHEREAS, Section 9, Article II of the 1987 Constitution of the Republic of the Philippines provides that "the State shall promote a just and dynamic social order that will ensure the prosperity and independence of the nation and free the people from poverty through policies that will provide adequate social services, promote full employment, and a rising standard of living, and can improve quality of life for all";

WHEREAS, Section 2 of Republic Act No. 9501, otherwise known as Magna Carta for Micro, Small, and Medium Enterprises, provides that it is a declared State policy to promote, support, strengthen, and encourage the growth and development of micro, small, and medium enterprises in all productive sectors of the economy;

WHEREAS, Section 2 of Republic Act No. 10644, otherwise known as "Go Negosyo Act," states that it is hereby declared the policy of the State to foster national development, promote inclusive growth, and reduce poverty by encouraging the establishment of micro, small, and medium enterprises to facilitate local job creation, production, and trade in the Country;

WHEREAS, Section 2 of Quezon City Ordinance No. SP-2360, S-2014, otherwise known as the Magna Carta for Micro and Small Business Enterprises in Quezon City, recognizes the potential of micro and small enterprises and entrepreneurs to generate sustainable employment and gender inclusive economic growth, thereby reducing poverty and creating empowered citizens. To this end, it shall promote, support, strengthen, and encourage the establishment, continuing viability, sustainable growth, and development of innovative micro and small enterprises and entrepreneurs in the priority development sectors or investment drivers of the City;

WHEREAS, Section 5(c) of the aforementioned Ordinance identifies "Access to Markets (A2M)" as one of the development objectives to "enable MSMEs and entrepreneurs to maintain their current markets and penetrate new markets through the establishment and sustainable operation of marketing support systems and structures."

NOW, THEREFORE,

BE IT ENACTED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. TITLE. – This Ordinance shall be known as the "Proudly Original Products of Quezon City (POP QC) Program."

SECTION 2. DECLARATION OF POLICY. – The Quezon City Government recognizes the significant role of nano, micro, and small enterprises and cooperatives (NMSEC) in reducing poverty and narrowing inequalities. The NMSEC sector is considered the backbone of the economy since it contributes to local economic growth by providing employment opportunities and generating income, which results in empowered and resilient citizens. To support the growth of NMSEC, the Quezon City Government shall adopt the 3Ms of the Successful Entrepreneurship Framework, which states that for a business enterprise to succeed, it should have access to three essential elements: (1) Money, (2) Market, and (3) Mentorship.

In pursuit of such policy, this Ordinance shall institutionalize the POP QC Program, a market access platform designed to provide market incubation services, ensure adherence to market compliances, offer mentorship through collaboration, and implement various promotional measures for products created by community artisans belonging to the NMSEC sector.

SECTION 3. OBJECTIVES. – This Ordinance shall facilitate market linkage for NMSEC through the following objectives:

1. *Establish an inclusive business environment conducive to developing and promoting micro and small enterprises and cooperatives.*

2. *Facilitate streamlined access to market platforms for NMSEC by employing market incubation practices and mentorship sessions and ensuring adherence to regulatory requirements.*

3. *Develop "tourism merchandise" through various merchandise development measures for products crafted by community artisans in the NMSEC sector.*

SECTION 4. DEFINITION OF TERMS. – The following terms used in this Ordinance are defined as follows:

a. ***Nano, Micro, and Small Enterprise (NMSE)*** *– is any business enterprise engaged in production, processing, or manufacturing of products, including agro-processing, as well as trading and services, with total assets of not more than Php15,000,000.00. Such assets shall include those arising from loans but not the land on which the plant and equipment are located.*

   For the purpose of this Ordinance, "services" shall exclude those rendered by anyone, who is duly licensed by the government after having passed a government licensure examination, in connection with the exercise of one's profession (e.g. Accountant, Lawyer, Doctor, etc.);

b. ***Cooperative*** *– is an autonomous and duly registered association of persons, with a common bond of interest, who have voluntarily joined together to achieve their social, economic, and cultural needs and aspirations by making equitable contributions to the capital required, patronizing their products and services and accepting a fair share of risks and benefits of the undertaking in accordance with the universally-accepted cooperative principles. Under this Ordinance, a cooperative must be duly registered with the Cooperative Development Authority and possess a valid Certificate of Compliance.*

The convention of using ***NMSEC*** *to encompass Nano, Micro, and Small Enterprises and Cooperatives is hereby adopted in this Ordinance;*

c. ***Bazaars*** *– are various economic activities conducted in open spaces, such as, but not limited to, Quezon City Hall, Quezon Memorial Circle, and various privately-owned malls in the Philippines. This will include product selling, product showcases, and product demonstrations. Bazaars can be a seasonal bazaars or specialized bazaars.* ***Seasonal bazaars*** *are temporary retail events held during specific periods or seasons of the year including, but not limited to, New Year, Summer, and Holiday bazaars.* ***Specialized bazaars*** *are temporary retail events organized to coincide with international and national celebrations such as, but not limited to, Women's Day, Earth Day, Mother's Day, and Quezon Day bazaars. These are characterized by their thematic focus on a particular category or niche of products or services;*

d. ***Community Artisans*** *– are various livelihood groups and communities in Quezon City that are workers in skilled trade, especially those involving making things by hand such as, but not limited to, craftspeople such as weavers, sewers, handicraft makers, bakers, etc.;*

e. ***POP QC Members*** *– are selected individuals and groups belonging to the NMSEC sector participating in the POP QC Program;*

f. ***Print media*** – *is any written or pictorial form of communication produced mechanically or electronically that provides people with information for various purposes such as educating, informing, and entertaining;*

g. ***Private Sector*** – *are privately-owned and-operated entities crucial to the development and support of NMSEC in Quezon City through market linkage, mentorship opportunities, and other various forms of partnership and assistance that may arise;*

h. ***Market incubation*** – *is a range of assistance measures in business enterprises categorized as belonging to the NMSEC sector in their early stages, to accelerate business development, market expansion, and compliance with rules and regulations stated by the law;*

i. ***Mentorship*** – *is the sharing of valuable insights, practical advice, and skill development from an industry expert and experienced entrepreneur with groups and individuals classified as belonging to the NMSEC sector; and*

j. ***Tourism merchandise*** – *is the term for tangible goods crafted by community artisans within Quezon City, intended to showcase the City's craftsmanship and locally-sourced products and to promote and mainstream these items for tourism purposes.*

SECTION 5. IMPLEMENTATION. – The Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO) is hereby designated as the lead office to implement and monitor the POP QC Program established herein including the identification of the various NMSEC to be included in each Program component and coordination with national agencies, private sectors, and other relevant stakeholders.

SECTION 6. PROGRAM COMPONENTS. – The QC-SBCDPO, together with other concerned Quezon City Departments or Offices and stakeholders, shall spearhead the following:

a. ***Bazaars and Trade Fairs*** – *The POP QC Program shall serve as a free-market access platform to individuals and organizations belonging to the NMSEC sector. The QC-SBCDPO and its partner organizations shall organize seasonal and theme-based bazaars and trade fairs to showcase the products of POP QC members and provide opportunities for market scanning and testing.*

   For this purpose, POP QC members participating in bazaars conducted within the Quezon City Hall premises shall be charged a minimal fee of Fifty Pesos (Php50.00) per day to cover the costs of maintenance (i.e. sweeping, laundry, etc), except for large-scale bazaars such as Paskong QC which may charge a maximum of Two Hundred Fifty Pesos (Php250.00) per day.

   To further support the growth of the NMSEC sector and enhance their visibility in the marketplace, private sector partners are encouraged to provide complimentary spaces within their establishments, including malls and other commercial venues, to accommodate POP QC members during bazaars and related market access activities.

b. ***Entrepreneurial Training Sessions*** – *In partnership with the Department of Trade and Industry (DTI), Department of Science and Technology (DOST), Philippine Center for Entrepreneurship (PCE) through Go Negosyo, and various relevant national government agencies and private sectors, the QC-SBCDPO shall endorse and prioritize the POP QC Program beneficiaries for its Entrepreneurship Development Program. This is to ensure that these entrepreneurs are well-equipped with the necessary knowledge and skills to thrive in the competitive market environment by providing them with entrepreneurial training sessions and mentorship opportunities.*

c. ***Mentorship through Collaboration*** – *Through its mentorship component called "POP QC KOLAB," it aims to connect established local designers and creative entrepreneurs with community artisans in Quezon City. This initiative fosters the exchange of best practices and offers creative guidance from industry experts to support local entrepreneurs.*

d. ***Registration and Market Compliance*** – *The QC-SBCDPO, with assistance of the Quezon City Business Permit and Licensing Department (BPLD), Market Development and Administration Department (MDAD), City Treasurer's Office (CTO), Quezon City barangay officials, and other relevant stakeholders, shall aid POP QC members in business registration and adhering to market compliance set by national and local law.*

BPLD, MDAD, CTO, and other concerned departments or offices, shall designate a focal person to address registration issues and concerns of POP QC Members.

e. ***Creation of Permanent Store and Display Areas*** – *The Quezon City Government shall establish a permanent store and display area to showcase the products made by POP QC members, especially those who will be tagged as "tourism merchandise." The store will serve as a one-stop shop for all things that are made in Quezon City and will highlight the innovation and creativity of community artisans and City-based entrepreneurs, symbolizing the City's dedication to supporting the growth of the NMSEC sector and fostering increased livelihood opportunities.*

f. ***Production of Print Media*** – *The QC-SBCDPO, in partnership with the Public Affairs Information and Services Department (PAISD), under the supervision of the Office of the City Mayor (OCM), shall produce print media materials such as, but not limited to, coffee table books and product catalogs to showcase the various products crafted by POP QC members.*

g. ***Marketing and Promotion*** – *The QC-SBCDPO and PAISD shall promote the POP QC Program and products of POP QC members by utilizing both online and offline channels. This includes social media campaigns across multiple platforms through static posts, video features, and reel formats, as well as email marketing, event activations, dissemination of information through print media, and other promotional efforts.*

For this purpose, the following is institutionalized as the POP QC logo:

POP QC members are encouraged to use the POP QC logo in their collaterals, communication, information dissemination, and promotional materials related to their official product. The QC-SBCDPO shall issue and may revise, from time to time, the guidelines for the use of the logo; provided, that any unauthorized use of the logo shall be subject to appropriate civil and/or criminal proceedings, in accordance with applicable laws, rules and regulations.

The Quezon City Tourism Department (QCTD) shall aid in the promotion of products crafted by POP QC members tagged as "tourism merchandise" on various tourism campaigns and events locally and globally. This initiative will provide community artisans from Quezon City with a platform to showcase their skills and creativity to a wider audience and to promote Quezon City as an NMSME-friendly City.

8. ***Financial Support or Capital Assistance*** *– POP QC members identified as deemed ready for expansion by the QC-SBCDPO, the Department of Trade and Industry, the Department of Science and Technology, and other relevant stakeholders shall be recommended for participation in local and national government programs offering supplementary financial support in the form of grants, loans, or incentives to ensure that POP QC members receive continuous support beyond what the POP QC Program is intended for.*

9. ***Monitoring*** *– The QC-SBCDPO, together with concerned Quezon City Departments or Offices, partner national government agencies, and other stakeholders, shall create a monitoring mechanism to ensure effective implementation of the POP QC Program components.*

SECTION 7. ELIGIBILITY. – To participate in the POP QC Program as a POP QC member, an applicant must be:

a. *a Quezon City resident;*

b. *at least 18 years of age;*

c. *operates a business enterprise that falls under any of the following categories:*

1. *Registered nano-enterprises under Quezon City Ordinance No. SP-3272, S-2024, otherwise known as the "Quezon City Nano-Enterprises Registration Ordinance of 2024," as amended;*

2. *Quezon City-based micro and small business as defined under Republic Act No. 9501, otherwise known as the "Magna Carta for Micro, Small and Medium Enterprises";*

3. *Quezon City-registered Barangay Micro Business Enterprises (BMBE) pursuant to Republic Act No. 9178, as amended by Republic Act No. 10644; or*

4. *Quezon City-registered cooperative governed by Republic Act No. 9520, otherwise known as the "Cooperative Code of the Philippines," except for credit and/or financial types of cooperatives.*

SECTION 8. REQUIREMENTS AND PRIORITY CONSIDERATION. – NMSEC must submit the following minimum requirements:

a. *Completed pre-registration form;*

b. *Copy of valid QCitizen ID;*

c. *Health Certificate issued by the Quezon City Health Department, for food-related businesses; and*

d. *Proof that products are produced or manufactured within Quezon City.*

Provided that the QC-SBCDPO may, from time to time, require additional requirements as necessary and provided in its updated Citizen's Charter.

Priority consideration will be given to NMSEC who have any of the following:

a. *City Permit or Nano City Permit;*

b. *Endorsement from national agencies, Quezon City Government departments, or partner organizations; and*

c. *Demonstrated contribution to the community, such as providing livelihood opportunities for various sectors.*

SECTION 9. APPLICATION PROCESS. – All applications for the POP QC Program shall be governed by the following process:

a. ***Application.*** *The applicant shall accomplish the pre-registration form provided by the QC-SBCDPO through its official social media pages.*

b. ***Screening.*** *A selection committee in the QC-SBCDPO will screen the applications based on the submitted business information and product photos, and in accordance with Section 8 of this Ordinance.*

c. ***Selection.*** *Selected entrepreneurs will be notified through electronic mail.*

SECTION 10. COMMITMENT. – Upon admission to the POP QC Program, POP QC members shall commit to attend the orientations appropriate for the POP QC Program activity they are interested in and comply with all the guidelines issued by the QC-SBCDPO.

SECTION 11. SANCTIONS. – Upon verification by QC-SBCDPO, and in coordination with the relevant departments, those found to have violated any reasonable rules and regulations issued shall be subject to the following sanctions:

1. *First Offense – Issuance of a First Warning;*
2. *Second Offense – Issuance of a Second Warning; and*
3. *Third Offense – Indefinite ban from participating in all market activities organized by the QC-SBCDPO and within City-owned facilities.*

The QC-SBCDPO, however, reserves the right to impose an immediate ban after due investigation for offenses outlined in Section 12 of this Ordinance.

SECTION 12. GROUNDS FOR EXCLUSION. – POP QC members may be removed or excluded from the POP QC Program based on the following grounds:

a. *Serious violation of existing regulations and ordinances implemented by the City;*

b. *Willful non-compliance with guidelines set by the QC-SBCDPO, including, but not limited to, operating schedule, cleanliness of the area, and proper attire;*

c. *Misuse of allocated spaces or resources, such as sub-letting stalls, damaging facilities, or improper storage of goods;*

d. *Repeated complaints from customers or neighboring stall owners regarding conduct, safety, or disturbances during bazaar activities;*

e. *Providing false information during application or registration, or misrepresentation of products or services;*

f. *Actions that damage the reputation of POP QC Program or the QC-SBCDPO, including harassment or misconduct;*

g. *Failure to commit to securing the necessary permits and certifications within two (2) years from joining the program; and*

h. *Other analogous causes.*

SECTION 13. APPROPRIATIONS. – Appropriations for the implementation of this Ordinance, including the establishment and maintenance of the POP QC Permanent Store and publication of POP QC coffee table books, shall be sourced and incorporated in the annual budget of the QC-SBCDPO. This can be augmented by grants, partnerships, or external funding dedicated to promoting local products; Provided that, all funding shall be in accordance with proper accounting and auditing procedures, and other existing laws, rules and regulations.

SECTION 14. REPEALING CLAUSE. – All ordinances, resolutions, executive orders, memorandum circulars, and administrative orders or parts thereof which are inconsistent with any provision of this Ordinance are hereby repealed or modified accordingly.

SECTION 15. SEPARABILITY CLAUSE. – If any provision of this Ordinance is declared void or unconstitutional, the remaining portions shall not be affected and shall remain in full force and effect.

SECTION 16. EFFECTIVITY CLAUSE. – This Ordinance shall take effect after its publication in a newspaper of general circulation, and after posting of copies in conspicuous locations within Quezon City.

ENACTED: May 4, 2026.

CERTIFICATION

This is to certify that this Ordinance was ENACTED by the City Council on Second Reading on May 4, 2026 and was PASSED on Third/Final Reading on May 25, 2026.

GIAN G. SOTTO
City Vice Mayor
Presiding Officer

APPROVED: JUL 06 2026

MA. JOSEFINA G. BELMONTE
City Mayor

ATTESTED:

ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)