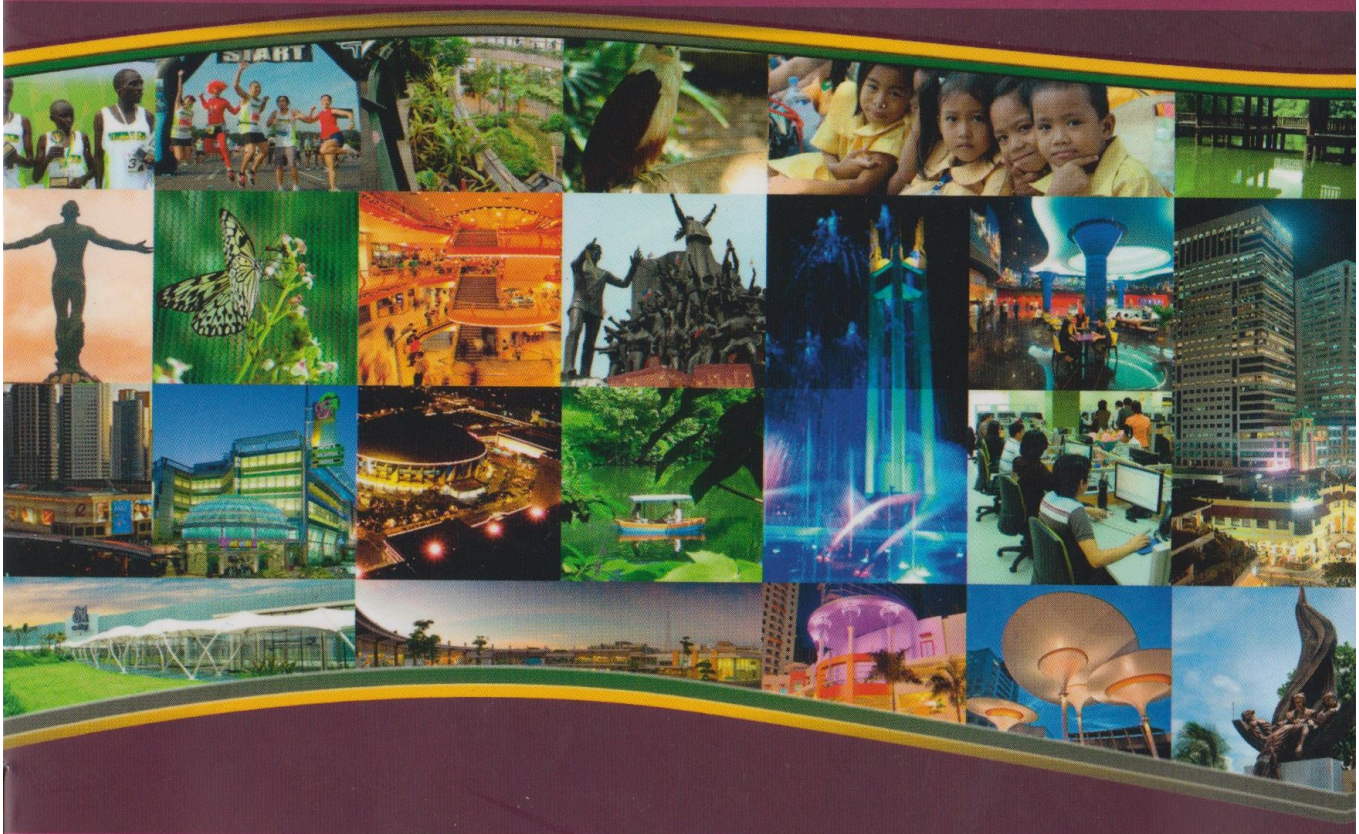
the PLACE to be



QUEZON CITY

The Philippine City of Asia



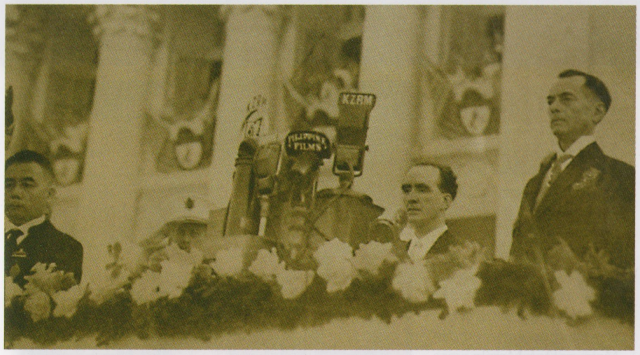


The Government of Quezon City

Quezon City is governed by a mayor and a vice mayor elected to three-year terms. The Mayor is the chief executive, while the vice mayor is the presiding officer of the legislative body, called the City Council or *Sangguniang Panglunsod*. The Council has 24 regular council members who are joined by the city chapter of the *Liga ng mga Barangay* and the president of the *Panglunsod na Pederasyon ng Sangguniang Kabataan*.

The chief executive of the present administration is Mayor Herbert Constantine M. Bautista while the Vice-Mayor is Josefina G. Belmonte.

Quezon City is divided into 142 barangays organized into four congressional districts where each district is represented by a congressman in the House of Representatives.



"I dream of a capital city that, politically, shall be the seat of the national government; aesthetically, the showplace of the nation — a place that thousands of people will come to visit as the epitome of culture and the spirit of the country; socially a dignified concentration of human life, aspirations, endeavors and achievements; and economically, a productive and self-contained community."

The vision of Quezon City
by its founder, Manuel Luis Quezon
President (1935-1941)
Commonwealth of the Philippines

Created on October 12, 1939, Quezon City is a thriving metropolis with multifaceted attractions — an entertainment capital, an excellent shopping destination, a locus of government operations, an information technology hub, a health and wellness center and a city of educational and training centers.

It offers the dynamic foundations for profitable enterprise buildup, and a good place to live and grow.

QUEZONCITY
www.quezoncity.gov.ph
THE PHILIPPINE CITY OF ASIA

CONTENTS

2 Biggest and most populous
3 Very competitive
Improving regard from international institutions
4 Large human resources
5 Strategic location
6 Significant economic contributor
7 Shopping paradise
11 24-Hour Metro Centers
16 Tourist attractions
19 Shrines and monuments
21 Museums
23 Places of worship

BIGGEST AND MOST POPULOUS



With an area of 16,112.58 hectares, Quezon City is the largest city of Metropolitan Manila, which is an urban agglomeration of 16 cities and 1 municipality. Otherwise known as the National Capital Region (NCR), this region is the political, economic, social, cultural and educational center of the Philippines. Quezon City is more than four times the size of Manila, nearly six times the expanse of Makati and more than 14 times bigger than Mandaluyong.

Quezon City also has the biggest population in the metro, which the 2007 census has placed at 2,679,450 million and which, based on annual growth rates, is estimated to have reached 2,960,627 in 2010 or 24% of the regional population.



Quezon City is growing faster than the average for Metro Manila and the entire Philippines, with a population growth of 2.92% annually, while the national average is 2.04% and Metro Manila's is 2.11%.

VERY COMPETITIVE

Quezon City is one of the fastest growing metropolitan areas in the Philippines today. In a survey of 200 Asian cities conducted in 2007 by the AsiaBiz Strategy, an investment and trade promotion consultancy based in Singapore, as commissioned by the London Financial Times, Quezon City joined the ranks of Hong Kong, Singapore and Taipei, as one of the top 10 Asian Cities of the Future. It was ranked no. 7. Hong Kong, Singapore and Taipei were the top three.

Consistently, figuring in the top 10, and practically outranking other Philippine cities except in one category, Quezon City was assessed No. 5 in the category, "Best Economic Potential." It was third best in Asia, in terms of "Cost Effectiveness," sixth best, in terms of "Human Resources," and tenth best, in terms of "Quality of Life."

In a local survey also conducted in 2007 (the last local ranking of Metro cities), Quezon City was regarded as the most competitive city in Metro Manila and the 2nd most competitive city in the Philippines, based on the responses of businessmen surveyed by the Asian Institute of Management, using the same methodology as the Swiss-based International Institute for Management Development which prepares the World Competitiveness Yearbook.

IMPROVING REGARD FROM INTERNATIONAL INSTITUTIONS

The websites of the United Nations and the World Bank have highlighted Quezon City's success. The World Bank cited Quezon City's transformation "from a debt-ridden, disintegrating urban center into one of the richest and cleanest in the Philippines." The Asian Development Bank believes that other Philippine cities can take a cue from Quezon City's achievements.



The ICLEI Global website of Local Governments for Sustainability features Quezon City as the "green lungs" of the metropolis, for its massive parks development program.

In a wide range of fora organized by various international institutions, involving a broad range of issues such as environment and climate change, governance, shelter development or competitiveness, Quezon City has been chosen to represent Philippine metro cities and share its success stories with hundreds of other cities and institutions from various parts of the world.

LARGE HUMAN RESOURCES

In 2010, Quezon City's population is estimated to have grown to 2,960,627. Distribution among the genders is 51:49, with 1.51 million females to 1.44 million males. It is a city dominated by the youth, with more than 40% (1.19 million) of the population less than 20 years of age. Of the young population, 552,933 are less than 10 years old, while those in the 10 to 19 age range total 574,395.



Quezon City residents have a literacy rate of 98.32%, higher than the average rate for the Philippines of 93.4%. There is a large English-speaking population, with English as the language of instruction in almost all subjects in schools and for business.

The city's school age population (from pre-school to tertiary education) number 1.88 million or 4.3% of the country's total enrolled population of 43.56 million in school year 2009-2010. Quezon City is considered to have the largest school-age population in the country. About 21,000 graduate from the city's colleges and universities annually.



The city's employable population (aged 20 to 64) is about 1.672 million, the biggest that can be found in any Philippine city. It represents 33.8% of Metro Manila's aggregate labor force and 4.3% of the country's total labor force. The distribution among male and female is just about even. Almost 65% are less than 40 years old and 37% are less than 30 years.

STRATEGIC LOCATION

Quezon City is located near the center of Metro Manila, towards its northeastern portion. It is bordered by Manila on the southwest, by Caloocan City and Valenzuela City on the west and northwest. Towards the south, lies San Juan and Mandaluyong City, while Marikina City and Pasig City borders Quezon City to the southeast. Towards the north, across Marilao River, lies San Jose del Monte City in the province of Bulacan, and towards the east, lies Rodriguez and San Mateo, both in the province of Rizal.

Located at the heart of Metro Manila, Quezon City is also its strategic convergence point for the metropolitan road and transportation networks, making the City an ideal distribution hub. It is easily accessible from the major highways, thoroughfares and mass transit systems of Metro Manila.

The city is traversed by several major metropolitan thoroughfares, namely Circumference Road-3 or C-3 (Araneta Avenue), C-4 (most of EDSA), C-5 (Katipunan – Luzon – Republic Avenue), R-6 (Aurora Blvd.), R-7 (Quezon Avenue – Commonwealth Avenue) and R-8 (Bonifacio Avenue – Quirino Highway), which provide numerous linkages of the city to the rest of Metro Manila.



These thoroughfares are supplemented by main and secondary intra-city roads for area-wide mobility, and by numerous tertiary roads. Mass rail transportation system nodes are most numerous in Quezon City, compared to other cities of Metro Manila.

SIGNIFICANT ECONOMIC CONTRIBUTOR



www.ask.com

Quezon City may be called one of the largest service economies in the Philippines, if the indicator is the number of service-oriented establishments here. In 2010, Quezon City had 58,133 registered businesses, with a combined, declared capital of Php 1.380 trillion. About 30 to 40 new businesses are registered every month.

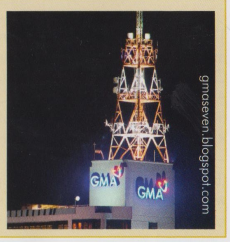
This city has one of the largest consumer populations in the Philippines, with its 2,960,627 population. With 40% of the population less than 20 years old, it is a prime market for youth marketing strategies that commonly include television advertising, magazine advertising and online marketing.

Conveniently, the city is the site of the main broadcast stations of the Philippines' biggest networks, and is a well-known media center.

Almost all parts of the city have access to banks and automatic teller machines. Electronic banking is a common service provided by the large banks. The city has 38 branches of universal banks, 168 branches of commercial and savings banks, 198 savings and loan associations and 495 credit cooperatives.

MEDIA CENTER

All major broadcast companies in the Philippines transmit from stations in Quezon City. The major media players are engaged in television and radio broadcasting for domestic and international audiences, with subsidiaries engaged in direct-to-home (DTH) television distribution and telecommunications services overseas, movie production, audio recording and distribution, video/audio post production and film distribution.



gmaseven.blogspot.com



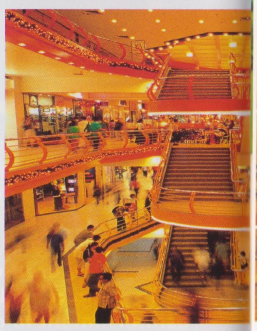
Quezon City may be called a lifestyle city, with many of its areas aiming to create a consortium of conveniences for people living and/or working here. If you are hungry, you have a choice of 13,700 eating establishment to go to, ranging form fine dining to fast-food to small neighborhood eateries. A high concentration of these restaurants may be found in the adjoining streets of Timog, Tomas Morato and West Avenues.

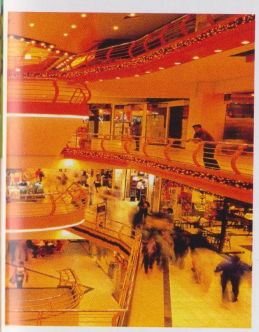
SHOPPING PARADISE

Go to any of the city's 2,955 beauty salons for head-to-toe grooming needs, and 649 barber shops. If fitness is your focus, the city has 129 physical fitness centers and body-building salons, 176 dance schools and studios, and 12 health clubs. If you would like to go to an amusement or social recreation center, there are 2,830 to choose from, including 60 cinema houses. Many of the cinemas are located inside shopping malls.



Spending time in shopping malls is a favorite activity in Quezon City. Typically, residents and visitors stroll, dine, shop, and do various recreational activities inside these malls. Malls even include clinics, beauty and various fitness facilities, along with various business and other personal services.







Quezon City has at least 28 shopping complexes and supermarkets. These can be found in many parts of the city, but are particularly high in concentration in the Cubao area, North Avenue-EDSA area and in the Lagro-Novaliches area.





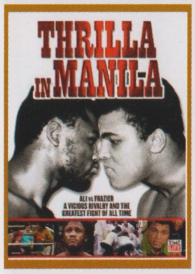
The expansive SM City at North Avenue corner EDSA has more than 1,100 shops, including 400 dining establishments. The mall attracts daily foot traffic of over 500,000 people during weekends and more than 300,000 visitors on weekdays. SM City is the largest mall in the Philippines, and claims to be the world's third biggest in terms of leasable area (460,000 square meters). Very proximate to SM City is the 20-hectare expanse of Trinoma, which houses 550 shops and is directly connected to the metro rail transit (MRT) station. The mall itself sits on top of the MRT depot.

Araneta Center in Cubao is a complex of shopping and business locations. SM Cubao is an integrated supermarket, department store, appliance center, specialty pet shop, hardware, drug store, and banking services, along with several food outlets. Ali Mall houses 100 shops, restaurants and cinemas. Gateway Mall is the recipient of the 2006 International



Design and Development Merit Award of the International Council of Shopping Centers, for its innovations in mall design and amenities. It is connected to Gateway Tower, which is a 30-floor facility offering 80,000 square meters of prime office space. Gateway Mall is also directly connected to the Araneta Coliseum, an iconic indoor, sports and entertainment arena with a seating capacity of 16,500 people. The coliseum has a dome diameter of 108 meters, making it the largest of its kind in Southeast Asia.

At the southern gateway of the city is the 216,000 square meter sprawl of Robinson's Galleria at EDSA corner Ortigas Avenue, Quezon City. This is a 5-level shopping mall with more than 400 shops, dining outlets, entertainment facilities and service centers,



including the biggest Toys R Us outlet in the Philippines.

In the Lagro-Novaliches shopping scene are SM City Fairview, Robinsons Nova Market (formerly Robinsons Place Novaliches), Fairview Centermall and Puregold Supermarket.



24-HOUR METRO CENTERS

Quezon City has a number of mixed-use, 24-hour communities, with businesses, residential condominiums, restaurants, and malls in integrated developments. Common features of these areas are public access to wireless fidelity services, integrated commercial centers, 24-hour restaurant services, 24/7 business operations and very pedestrian-friendly environments.

Eastwood City is 16-hectare state-of-the-art, masterplanned, residential, business, commercial and entertainment city development of Megaworld Corporation in Bagumbayan, Quezon City. It is the first cyberpark accredited by the Philippine Economic Zone Authority. Locators include customer contact centers, electronic publishers, e-commerce systems managers, other systems managers and integrators, multimedia service providers, internet access and data transport service providers, and web developers. This place also features 12 luxury condominium residences, with at least two more under construction. It is the first pet- friendly shopping and recreational community in the country.











Araneta Center is a 35-hectare property recently revitalized to include a new commercial and residential community. The Araneta Center Cyber Park is an 8-hectare business area which consists of modern four to six storey office buildings. Gateway Tower is a 32-level, mixed-use building with five levels of commercial center, 22 levels of office areas, two levels penthouse and a helipad at the roof deck. The total gross floor area is approximately 75,056 sq. m. Free wireless fidelity service is offered in areas around the Araneta Center, making it possible for people to use their laptops, PDAs, or dual-mode phones to access the internet. This area averages about a million transients a day.





The **UP – Ayala Land Technohub** is the country's first full-scale, campus-based science and technology park, which was developed jointly by the country's premier university, University of the Philippines, and property developer Ayala Land. It occupies 20 hectares of the 37.5 hectare UP North Science and Technology Park. It offers a campus-style development for information technology companies, inspired by the vision of Stanford's Silicon Valley, which seeks to nurture a dynamic learning laboratory for academic and industry collaborative projects. The place has a Tech Portal, which houses start-up companies, incubators, an information desk, conference and meeting rooms, and exhibit areas. There is a support retail component featuring various dining places, a bookstore, coffee shops, and other service establishments to cater to the needs of its occupants.



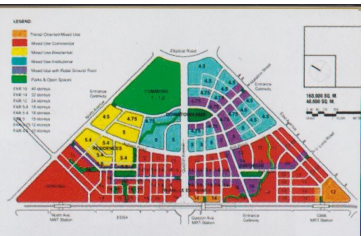


An emerging metro center is the **Quezon City Central Business District** located in the city's North and East Triangles and Veterans Memorial area. This is a 252 hectare development which a World Bank study has confirmed to be "the center of gravity of all commercial activities in the coming years."

Designed to be vibrant and environment-friendly, the CBD has been masterplanned to have the prerequisites of a world-class CBD: walkable, vibrant night and day, quiet neighborhoods with easy access to retail and urban services, building designs that preserve human scale, public areas that have good aesthetic design, lively commercial centers and transport-oriented developments.

It will have mixed-use development oriented towards transit facilities. This minimizes travel to work; avoids congestion experienced in other CBDs; creates greater opportunities for social contact; urban vitality and safer places; achieves better energy efficiency and efficient use of spaces and buildings; and increases efficiency of urban facilities.



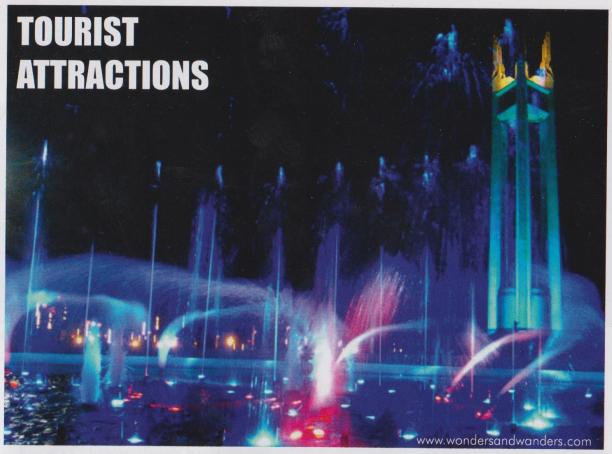




Approximately 64% of the total land area will be allocated to mixed-use residential, commercial, institutional and transit-oriented development, 22% will be allocated to roads, and 14% to parks and open spaces.



TOURIST ATTRACTIONS



Quezon Memorial Circle

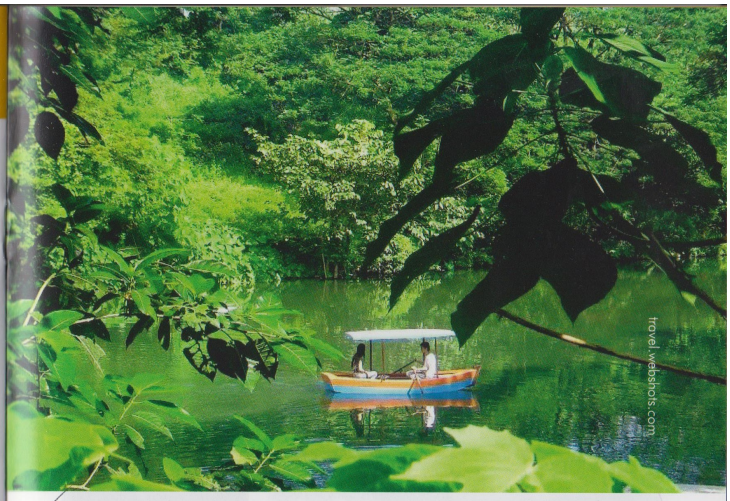
The central park of the City, the Quezon Memorial Circle, is best known for being home to the shrine, museum, and remains of former President Manuel Luis Quezon and First Lady Aurora Aragon Quezon.

The park has a playground, cycling and watkable areas, water fountains, and multipurpose halls where lessons like taebo and





disco dancing are offered at reasonable rates. Visitors can bike around the park, walk leisurely around the gardens, and enjoy the restaurants. Mornings frequently find senior citizens and fitness buffs doing their exercise and dance routines inside the park. The park can be accessed through two pedestrian underpasses, one in front of Quezon City Hall and another, near Commonwealth Avenue.



La Mesa Eco Park

The Philippines' largest ecological park in a metro setting features natural amenities and wide expanses that make it a favored site for wellness activities.

The 33-hectare park is teeming with opportunities for adventure seekers like hiking, mountain-biking and fishing. Folks can also enjoy a paddle boat ride in the beautiful lagoon, take a refreshing dip in the large salt-water pools. Avid bird watchers can catch a glimpse of white-eared brown doves, black-napped orioles, brown shrikes and white collared kingfishers, to name a few. Orchid and other flower lovers will enjoy the two-hectare shell flower terrace and orchidarium with rare species from the Philippine Orchid Society and other donors.





TOURIST ATTRACTIONS



Ninoy Aquino Parks and Wildlife

The Ninoy Aquino Parks and Wildlife is an 80-hectare zoological and botanical garden situated just along the Elliptical Road. The park houses different species of trees and animals including crocodiles, snakes, peacocks, deer, even the famous monkey-eating eagle. Aside from the mini zoo, the park maintains a wildlife rescue center that adopts certain species of animals that have been abandoned, confiscated or donated. The park also boasts of a vast playground, cottages, picnic groves, the Our Lady of Peace grotto, tea house, a rock garden and a 2.5-hectare manmade lagoon for boating and fishing.





UP Arboretum

The UP Arboretum is a man-made forest park found within the grounds of the Diliman campus of the University of the Philippines. The 16-hectare arboretum is the only remaining rainforest within Metro Manila where exotic and endangered species of trees, along with diverse flora and fauna, can be found. The park has a man-made pond that hosts various aquatic and humid-loving plants, which also serves as a favorite picnic spot among visitors.



SHRINES AND MONUMENTS

People Power Monument

The People Power Monument located at the corner of Epifanio delos Santos Avenue (EDSA) and White Plains Avenue in Quezon City is a sculpture commemorating the Philippine People Power revolution in 1986. It is a tribute to the brave Filipinos who marched on the streets of EDSA to overthrow the dictatorship, and where masses of ordinary men and women stood in front of the tanks and offered flowers to the soldiers, to stop any act of bloodshed.





Another product of the EDSA revolution is the **Our Lady of EDSA Shrine**, located at the crossroads of EDSA and Ortigas Avenue. It was built by grateful Filipinos to honor the Virgin Mary for her protection and guidance during this world-renowned bloodless ouster.

SHRINES AND MONUMENTS



Tandang Sora Shrine

The Melchora Aquino Shrine was built in 2008 to commemorate the kindness and humanity of the City's very own heroine, Melchora Aquino. Also known as Tandang Sora, she was called the Mother of the Revolution for providing refuge and food to wounded Katipuneros when the war against Spain broke out in 1896. The grand shrine is located on a 1,906-sq. m. site on Banlat Road in Tandang Sora. It has a pavilion and stage which is used as venue for historical events and gatherings. There is another shrine built in her honor in the Himlayang Pilipino Memorial Park, which serves as a repository of her remains.

Pugad Lawin Shrine

The shrine is where Andres Bonifacio, on August 23, 1896, gathered his men and asked them if they were willing to fight to the bitter end: "*Kalayaan o Kamatayan? Mga Kapatid ang Kalayaan ay inaagaw*



sa dulo ng patalim! (Freedom or Death? Brothers, Freedom is won through force of arms). The monument, which became fully developed in 1998, depicts Bonifacio and Emilio Jacinto, along with other *Katipuneros*, tearing up their cedulas, shouting "*Mabuhay ang Pilipinas!* (Long live the Philippines!)" as a sign of rebellion against Spanish rule.

MUSEUMS



Iglesia ni Cristo Museum

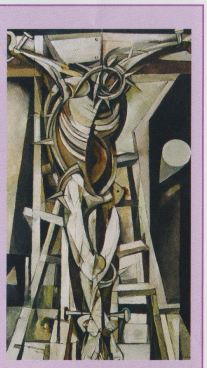
An ecclesiastical museum is the Iglesia ni Cristo Museum and gallery which showcases the history of the religious sect and the memorabilia of its founders.

Inside the museum, visitors can see posters and dioramas reflecting the sect's beginnings, culture, rituals and practices. It is located on the grounds of Iglesia ni Cristo's Central Office, also its largest house of worship, in Commonwealth Avenue.

Ateneo Art Gallery

The Ateneo Art Gallery is considered the first in the country, to be dedicated to the collection of modern Philippine art, showcasing the ingenuity of Filipino masters including Fernando Amorsolo and Fabian dela Rosa. Located at the ground floor of the Rizal Library of the Ateneo de Manila University, the gallery holds more than 500 artworks representing Filipino artists as well as foreign masters like Rembrandt, Picasso, Dali and Goya.







In addition to the permanent collection, the gallery is also a venue for limited-run art exhibits of various Filipino and international artists. Lectures are regularly conducted at the gallery by different artists and art enthusiasts.