

ONE TOWN, ONE PRODUCT



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PALAWAN

Every Island an Adventure

Quick Facts

Location:	Situated 7° 47" and 12° 22" north latitude and 117° and 119° 51" east longitude (600km southwest of Manila), between the islands of Mindoro and Borneo and west of the main chain of the Philippine islands
Total Land Area	14,896.55 sq. km
Political Boundaries	1 city and 23 municipalities, 2 congressional districts and 431 barangays
Capital	Puerto Princesa City
Population	892,660 (as of 2007 Census)
Literacy Rate	92% (2003 data)
Major Industries:	Agriculture, Fisheries, Food Processing, Furniture Making, Gas and Oil, Nickel Mining, Pearl Culture, Seaweeds Farming and Tourism Services
Agricultural Products:	Banana, Cassava, Coconut, Cashew, Jathropa, Mango, Peanut, Palm oil, Rice and Ube
Marine Products:	Fish, Pearl and Seaweeds
Forest Products:	Almaciga, Bamboo, Edible Bird's Nest Honey and Rattan
Banking Facilities:	34 banks scattered in the province but mostly situated in Puerto Princesa City
Transportation:	Air: Philippine Airlines, Cebu Pacific, Air Philippines/PAL Express, Soriano Aviation, Zest Air and Seair Sea: Superferry-Aboitiz, Sulpicio Lines, Montenegro & Milagrosa Shipping Lines
Communication:	PLDT, SMART, GLOBE, PRCS, Sun Cellular



DEPARTMENT OF
TRADE AND INDUSTRY
PHILIPPINES

DEPARTMENT OF TRADE AND INDUSTRY
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History



Archeological discoveries indicate that the first Filipino once lived in the Tabon Caves complex in Quezon, Palawan. A skullcap unearthed in 1962, carbon dated to be 22,000 years old at the time of its discovery serves as a testimony to "50,000 years of Philippine pre-history."

Studies showed that three waves of migration came to Palawan from Asia passing through the land bridges of Balabac, in the following order: The Pygmies (Aetas/Negritos); the Indonesians where the Tagbanuas belong; and the Malays.

Historical records also show that long before Spain discovered the Philippines in 1521, inhabitants of Palawan were already doing commerce with ancient Chinese traders, particularly in the coastal areas of Calamianes. This is evidenced by the sizeable amount of Chinese porcelains, jars and other relics found in Palawan today.

In 1862, a royal decree divided Palawan into two Provinces, "Calamianes", and "Paragua". To encourage migrant settlers to these Provinces, no taxes were levied for a period of ten years. In 1873, the capital of PARAGUA was transferred from Taytay to Cuyo. In 1902 pursuant to Act no. 1353 of the Philippine Commission, the name PARAGUA was changed to PALAWAN and the capital was transferred from Cuyo to Puerto Princesa.

At the outbreak of World War II, Japanese Imperial forces occupied Palawan on May 18, 1942, establishing garrisons in Coron, Puerto Princesa City and Iwahig.

It is believed that the name Palawan originated from Chinese word "PA-LAO-YU" meaning "The Land of Beautiful Safe Harbor" and the Spanish word PARAGUA which means umbrella since the shape of the island looks like a closed umbrella.

Economy

Agriculture is the backbone of Palawan's economy. However, the tourism industry also contributes significantly to the local economy. The increase in tourism related establishments: hotels, resorts, tour destinations, dives, restaurants, travel services and facilities especially in Puerto Princesa City, El Nido, Coron, Busuanga and Taytay is a proof of the booming tourism sector in the province.

Palawan contributes significantly to the national coffers through the export of Malampaya Condensate, Nickel Ore, Marine Products, Pearl and Mixed Sulfide to Thailand, Singapore, China, Japan, Australia and Taiwan.

The Business Profile (2004-2008)

SECTOR	# OF FIRMS	% OF TOTAL	INVESTMENT	EMPLOYMENT
Trading	7,489	54%	3.457 Billion	13,918
Services	5,280	38%	3.059 Billion	15,911
Manufacturing	1,008	7%	144 Million	2,920
TOTAL	13,777	100%	6.661 Billion	32,594



OTOP Products per Town

PUERTO PRINCESA CITY Processed Fish (Lamayo)

FIRST DISTRICT

AGUTAYA Seaweeds

ARACELI Marine Products

CORON Tourism

CULION Organic Rice

CUYO Cashew

DUMARAN Marine Products

EL NIDO Cashew

LINAPACAN Marine Products

MAGSAYSAY Lato (Caluerpa)

ROXAS Cashew

SAN VICENTE Value - Added Marine Products

TAYTAY Marine Products

SECOND DISTRICT

ABORLAN Banana

BALABAC Coconut

BATARAZA Pineapple

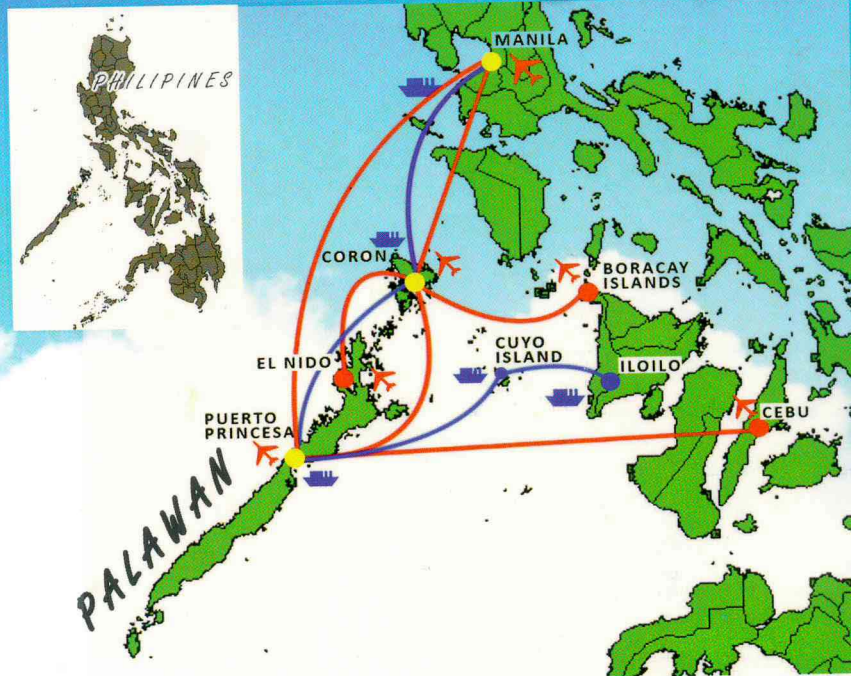
BROOKE'S POINT Coconut

ESPANOLA Handicraft

NARRA Rice & Rice based Products

QUEZON Coconut

How to get there



Palawan can be reached daily within an hour and five minutes flight from Manila to the capital city of Puerto Princesa City or a 20-hour trip by sea. A choice of regular Philippine Airlines, Cebu Pacific, Zest Air and Sea Air or direct chartered flight can be made depending on the desired destination.

We offer to you in a nutshell the best kept secrets of Palawan. Tied up with the different tourism destinations are cultural traditions of a people that evolved and have been defined by the natural heritage that wraps the entire archipelago. The abundance of Palawan in terms of resources and potentials is obvious and the call for sustainable development of these same natural wonders is imperative.

There is something for everyone who wants to develop and nurture these resources and potentials for the benefit of Palawan, the MIMAROPA region and the rest of the country.

The beauty and bounty of Palawan is in our hands whether as investor, tourist, retiree, and migrant in search of greener pastures. Let us all help in making Palawan our home and our tropical paradise.