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CAVITE LIGHT INDUSTRIAL PARK: MORE THAN READY FOR THE NEW NORMAL



CLIP, which is part of the Mallorca City township, allows manufacturing companies to start building their facilities immediately.

By CHING M. ALANO

Yes, the Cavite Light Industrial Park (CLIP) in Silang, Cavite is more than ready and able to absorb the expected spike in demand for logistics, industrial and suburban residential spaces brought about by the shift in preference for safe and accessible integrated communities due to the COVID-19 pandemic.

Those confident and comforting words

come from Jeffrey Ng, president of Cathay Land, a dedicated economist, president of the University of the Philippines School of Economics Alumni Association (UPSEAA) and past chairman of Subdivision and Housing Developers Association (SHDA).

FROM GLOBALIZATION TO LOCALIZATION

"In view of the present global events, the presence of COVID-19, and with the China-US trade war, multinational companies from

the US, Europe, Taiwan, Korea, and Japan are now forced to leave China and they're looking for more hospitable places where they can put up their factories," Ng shares in a one-on-one Zoom interview with **The Philippine STAR's Property Report**. "I think this is a very good chance for the Philippines to take this opportunity to grab some of these factories. And then, with the end of globalization, we're going to see more localization, which means

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WHY CHOOSE LOCAL IN A GLOBAL PANDEMIC

By MICHAELA TANGAN

Huwag maging dayuhan sa sariling bayan.” Who would’ve thought that this Filipino maxim would become a battle cry of sorts in the middle of a global pandemic and that, if taken to heart, would help us jumpstart the economy ravaged by COVID-19?

On June 12, Independence Day, the public and private sector came together to launch the #PinasMunaTayo online campaign. The movement calls on Filipinos to awaken their *bayanihan* spirit by encouraging us to patronize local services in leisure and travel, food and restaurants, retail and shopping, among others.

The campaign banners three main objectives: *TriPinas*, to revive the tourism sector by promoting domestic tourism and destinations; *ShoPinas*, to push for buying locally in support of the retail sector, and *LasaPinas*, to reinforce the love for country by experiencing local food and hospitality.

By making these conscious choices, we can stimulate the growth of domestic consumption and boost the economy.

“Today, instead of fighting for our freedom, we face an adversary of a different sort — the COVID-19 pandemic. I am certain that we will bounce back from this and Pinas Muna Tayo is a step in the

‘Support your neighborhood shops and businesses, patronize artists, seek out the produce of our farmers and fisherfolk,’ says DOT Secretary Berna Romulo-Puyat.

right direction,” Tourism Secretary Bernadette Romulo-Puyat said.

“By choosing to travel, shop, and dine around our beautiful country, we can help the tourism and airline industries, retail sector, food, and beverage industry and many other businesses to get firmly back on their feet. The important thing is to choose local; support your neighborhood shops and businesses; patronize the local artists, craft’s men, and makers of artisanal goods, and seek out the local produce of our farmers and fisherfolk,” she emphasized.

WHY CHOOSE THE PHILIPPINES?

Due to the restricted movement during the community quarantine, businesses were forced to close down, leaving many unemployed.



#PinasMunaTayo campaign’s online launch on June 12: (clockwise from upper left) Trade and Industry Secretary Ramon Lopez, forum moderator Joe Guillas, Alliance Global CEO Kevin Tan, Philippine Chamber of Commerce and Industry (PCCI) president Ambassador Benedicto Yujuico, Science and Technology Secretary Fortunato dela Peña, Resorts World Manila president and CEO Kingson Sian.

Now that we are easing restrictions, #PinasMunaTayo will serve as a stepping stone toward recovery.

Resorts World Manila president Kingson Sian said that every Filipino could easily be part of this campaign. According to Sian, promoting the country can be as simple as posting on social media photos of our dining, shopping and traveling in our favorite local destinations.

“We all want to help. So, together with our partners in the government

and private sector, we thought of a campaign to make people aware that, yes, we all can help. All we need to do is simply spend our money here in the Philippines,” Sian shared.

Meanwhile, Trade and Industry Secretary Ramon Lopez noted that the Philippines was the second-fastest growing economy in Asia before the pandemic unfolded. He remained optimistic that the country can rise above the pandemic, especially with the push of movements like

#PinasMunaTayo.

Alliance Global Inc. CEO Kevin Tan also said that it is high time for us to unite. He shared that his group is currently working with businesses to get into online delivery services to cater to people who still prefer the safety of staying indoors.

“This is a great opportunity to really look into local products or support local retailers, and also support importers. Of course, let us support local travel because it’s safer to travel around the Philippines than abroad, anyway,” he said.

Philippine Chamber of Commerce and Industry (PCCI) president Benedicto Yujuico also noted that since the Philippines has a consumer-driven economy, showcasing and circulating in the market more Filipino goods would help revive our waning economy.

“If we can do that, people will have the confidence again, whether they are consumers or business owners, and then we can start the ball rolling towards reopening the economy,” he said.

“I think we should make this a continuous effort. This should not just be done during the COVID-19 pandemic, but also even after. Our mindset has to change. We have to remember that this is for the good of the country and it is also good for us to patronize the Philippines,” he concluded.



Cathay Land president Jeffrey Ng announces that his Cavite Light Industrial Park (CLIP) project in Silang, Cavite, is ready to receive locators and investors who intend to set up modern and highly competitive logistics and manufacturing operations.

Cavite Light...

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countries would be looking forward to longer supply chains unlike before; thus, there would be a demand for more warehouses, factory sites. The third trend under the new normal is that e-commerce is more relevant than ever.”

Ng takes us on a virtual look-see of the Cavite Light Industrial Park, an 80-hectare world-class industrial estate being developed by leading estate developer Cathay Land. Through CLIP, Cathay Land throws its full support behind the government’s Balik-Probinsya Bagong Pag-asa program by providing the infrastructure that would generate jobs for those who want to move out of the city and live and work closer to home with their families.

With its ever-expanding industrial component, CLIP, says Ng, is ready to take in new locators that will set up the most modern, safe, and highly competitive manufacturing, logistics, warehousing, cold storage, and commissary operations.

“With the pandemic, I think countries need to ensure the security of their food,” Ng asserts. “Whether it’s rice, meat or other food products, countries need to protect the food security of their own population. These days, with the vulnerabilities in the supply chain, there is more than ever a need to strengthen local supply chains, especially food, cold storage, food processing, and even medical supplies. We have a COVID-19 pandemic and suddenly, the Philippines has to import all our face masks, PPE, and other equipment from China and other countries. So, I think we have to incentivize companies to produce locally because, as long as we don’t have a vaccine, we would be in need of all these medical supplies.”

LOCATION, PERFECT LOCATION

The Cavite Light Industrial Park has just the perfect location. “We’re bounded by several big highways and expressways, like CALAX (Cavite-Laguna Expressway), CTBEX (Cavite-Tagaytay-Batangas Expressway), SLEX (Southern Luzon Expressway),” Ng points out.



A vibrant, modern signage welcomes Mallorca City residents and CLIP workers at the township’s main entrance along Maguyam Road in Silang, Cavite.

The ever-expanding industrial component of CLIP is ready to take in new locators that will set up the most modern, safe, and highly competitive manufacturing, logistics, warehousing, cold storage and commissary operations.

“We’re in the middle of all these infrastructures that are being put up in Metro Manila and Southern Luzon, especially in the Cavite, Laguna, and Batangas area.”

Ng notes that there’s an abundance of skilled work force in the Calabarzon area. “Some phases (in CLIP) are already finished. Those who want to put up their own factory or warehouse can start and build immediately.”

As we shift to the new normal of doing business, CLIP’s industrial and commercial components are in place to welcome locators. Fact is, CLIP has been generating waves of interest from investors that it is rolling out more lots. With the high take-up of the recent two tranches of CLIP Phase 2, additional nine lots were immediately added to fill the demand. Lots were sold out in six months and 15 more lots were added, which are not expected to be in the market for long.

The most recent additions are either exclusively for industrial purposes or mixed-use industrial commercial estates, selling



Ng leads the distribution of relief goods in Tagaytay City after Taal Volcano’s sudden eruption last January.



The Commercial Boulevard of Mallorca City, inspired by the mixed-use success of Pasong Tamo Extension (Chino Roces Ave.) in Makati City, is forecast to be the center of activity in the Maguyam district.



The Mallorca Villas Clubhouse features a lap pool, basketball court, tennis court and function rooms for the exclusive use of residents.

at an average of P9,000 per sqm., with lot sizes ranging from 2,500 to 5,200 sqm.

A RESIDENTIAL HAVEN, TOO

Welcome to CLIP’s residential haven: the Mallorca Villas, which are designed for professionals, businessmen, expats and executives who would certainly want bigger houses and spaces where they can conveniently work from home and where their children can study online. And certainly, where they could enjoy precious bonding time with their families.

CLIP and Mallorca Villas make up the dream township that is Mallorca City. Inspired by this Spanish-Mediterranean resort city, Mallorca township is the perfect commercial and institutional locator for essential retail establishments, schools, clinics, and support services within a safe and well-guarded community.

In light of the pandemic, Cathay Land, under the able helm of Jeffrey Ng, has taken fresh and healthy initiatives to provide a safe and modern environment for CLIP locators and residents. “We have our own residential component and commercial areas, so it’s really a work-live-play integrated township,” says Ng. “We have in close vicinity very good schools, like the Singapore International School in Silang and Brent International School in Biñan, Laguna. We think this new trend of working from home would also be quite ideal if, instead of working in cramped condo units in Metro Manila, you can have a three-bedroom unit in your own house and lot in Mallorca City.”

Indeed, Mallorca City township brings the promise of a better quality of life. And much better air quality, too: Feel the cool breeze wafting in from Tagaytay and

regale in the refreshing view of Laguna Lake.

“You don’t have to turn on the aircon,” Ng says. “I think people now would like to live in an integrated suburban township instead of being cooped up in a high-rise tower in Metro Manila these days. And then they have to go back to their high-rise office tower. If they come to Mallorca City, at most it’s just a walk-up of two stories, no need to take the elevator for those who are wary of entering elevators.”

Again, Ng takes us for a look-see of CLIP, this time two years from now (when the pandemic is hopefully long gone and we’ve learned priceless new lessons from the once-new normal). “I see it as a thriving, bustling city,” Ng muses. “People will have put up their factories, warehouses, logistical supply centers. I look forward to when it will be employing tens of thousands of workers and Filipinos already contributing to the economic growth of the country while our products are being stored, manufactured, and distributed not only to the entire Philippines but also worldwide.”

A beaming Jeffrey Ng is happy to add, “We’re grateful that we’re given the chance and opportunity to contribute to nation-building and we have the right product during this time of the pandemic. It is said that during a crisis, there are dangers and opportunities. We would like to turn this crisis into an opportunity to help the country at this moment of great need.”

Aspiring entrepreneurs and homeowners can learn more about investing in Mallorca City’s CLIP project by calling Cathay Land at 88780188.



The purchase of commercial lots along Mallorca City’s Commercial Boulevard, which is intended to serve the rapidly growing Maguyam Road district of Silang, is another option for companies and entrepreneurs.