



REPUBLIC OF THE PHILIPPINES  
**OFFICE OF THE CITY MAYOR**  
CITY OF DAVAO

**EXECUTIVE ORDER NO. 24**  
Series of 2023

**AN ORDER CONSTITUTING THE DAVAO CITY MEETINGS, INCENTIVES,  
CONVENTIONS, AND EXHIBITION (MICE) BOARD, PRESCRIBING ITS  
POWERS AND FUNCTIONS, AND FOR OTHER PURPOSES**

**WHEREAS**, Section 2 of Davao City Ordinance No. 0979-22 Series of 2022, otherwise known as the "Meetings, Incentives, Conventions, and Exhibition (MICE) Ordinance of Davao City", declares that Davao City recognizes tourism as an indispensable component of the City's socio-economic development and that in order to establish the city as the prime hub and center for conventions and congresses, the city shall adopt policies and enact legislative measures for efficient and effective operations of the MICE Industry;

**WHEREAS**, the MICE Ordinance of Davao City intends to:

- a) Provide measures that will position Davao City as a top desired destination for regional, national, and international Meetings, Incentives, Conventions, and Exhibitions (MICE);
- b) Enact policies that will strengthen the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry in the City; and
- c) Set the direction of the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry;

**WHEREAS**, Section 4 of the same Ordinance provides for the creation of the MICE Board of Davao City to undertake systematic measures and plans appropriate or incidental to the efficient and effective provision of MICE-oriented and MICE-related services, activities and programs. The Board shall be the primary planning and coordinating body in the development and promotion of Davao City as a MICE destination and shall be known as the "**MICE Board of Davao City**";

**WHEREAS**, there is a need to identify the official members of the MICE Board including the newly-appointed private sector representatives so that they can develop the general direction for interaction among government agencies and stakeholders, create relevant programs and projects, and aid the legislative and executive branches in policy-formulation.

**NOW, THEREFORE, I, SEBASTIAN Z. DUTERTE**, Mayor of the City of Davao, by virtue of the powers vested in me by law, do hereby order the following:

**SECTION 1. CONSTITUTION AND COMPOSITION OF THE MICE BOARD OF DAVAO CITY.** The MICE Board of Davao City is hereby constituted and shall be composed of the following:

Chairperson: The City Mayor  
Vice-Chairperson: Representative from the Private Sector  
Secretariat: City Tourism Officer

Members:

- Chairperson, Sangguniang Panlungsod Committee on Tourism and Beautification
- Chairperson, Sangguniang Panlungsod Committee on International Relations
- Chairperson, Sangguniang Panlungsod Committee on Finance, Ways and Means and Appropriations
- City Director, Davao City Police Office
- Officer-In-Charge, Public Safety and Security Office
- Regional Representative of the Department of Tourism XI
- President, Davao Tourism Association
- Chairman for Tourism, Davao City Chamber of Commerce and Industry
- President, Davao International Airport Authority
- One Representative from each Primary and Secondary Tourism Sector:
  - MICE Venues
  - Event Suppliers
  - Travel and Tours
  - Professional Congress/Event Organizers
  - Tourist Transport Sector
  - Restaurant

The Davao City Tourism Operations Office (DCTOO) shall serve as the Technical Secretariat of the Board.

The membership of the Board may be increased by the Sangguniang Panlungsod through the recommendation of the Board as it may deem necessary for the effective implementation of the provisions of this Executive Order.

**SECTION 2. FUNCTIONS AND RESPONSIBILITIES.** The MICE Board of Davao City shall perform the following functions and responsibilities:

- a. Formulate MICE-related plans and programs, as well as rules and regulations that shall govern the operations of all MICE enterprises;
- b. Serve as a coordinating body for the development and promotion of the MICE Industry in Davao City;
- c. Develop policies intended to support and encourage MICE stakeholders to engage in the conduct of MICE in the City;
- d. Enlist the assistance of national agencies and private sector organizations, as may be necessary, useful, and incidental to the effective and efficient implementation of this Executive Order;
- e. Develop comprehensive local and global strategies that can increase the competitiveness of Davao City as a MICE destination;
- f. Adopt mechanisms to market and set the direction of the MICE Industry in Davao City; and
- g. Perform such other powers and functions as are necessary.

**SECTION 3. MEETINGS AND QUORUM OF THE BOARD.** The Board shall meet at least once every two (2) months or as often as may be necessary, the schedule of

which it may decide. However, the City Mayor may call upon a special meeting as he may deem necessary.

The presence of at least a majority of its members shall constitute a quorum and a majority of the quorum of a meeting, validly held, shall be required for the Board to exercise its powers and perform its functions.


**SECTION 4. APPROPRIATIONS.** To defray the expenses of the MICE Board of Davao City, the Technical Secretariat, and other expenses for the implementation of the provisions of this Executive Order, the necessary appropriations for its operation shall be chargeable to the Office of the City Mayor as the Chairperson of the MICE Board of Davao City.

**SECTION 5. SEPARABILITY CLAUSE.** If any part or provision of this Executive Order shall be declared invalid, the other portions or provisions hereof which are not affected thereby, shall continue in full force and effect.

**SECTION 6. REPEALING CLAUSE.** All other Orders or parts thereof which are inconsistent with the provisions of this Executive Order are hereby repealed or modified accordingly.

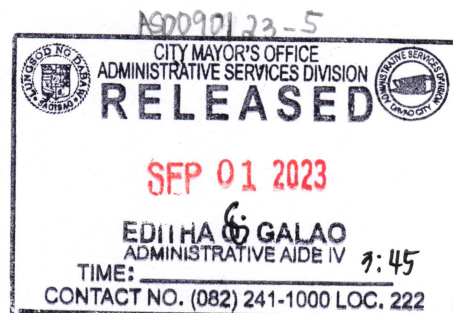
**SECTION 7. EFFECTIVITY.** This Executive Order shall take effect immediately and shall remain effective unless sooner revoked or modified.

Done this SEP 01 2023 in the City of Davao, Philippines.

  
**SEBASTIAN Z. DUTERTE**  
City Mayor

Attested by:

  
**ATTY. FRANCIS MARK H. LAYOG**  
Acting City Administrator



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