



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

**EXECUTIVE ORDER NO. 28**  
Series of 2023

**AN ORDER RECONSTITUTING THE DAVAO CITY PRICE COORDINATING COUNCIL, DEFINING ITS FUNCTIONS AND POWERS AND FOR OTHER PURPOSES**

**WHEREAS**, Section 2 of Republic Act No. 7581, otherwise known as the Price Act, declares that it is the policy of the State to ensure the availability of basic necessities and prime commodities at reasonable prices at all times without denying legitimate businesses a fair return of investment;

**WHEREAS**, it is likewise the concern of the State to provide protection to consumers against hoarding, profiteering, and cartels of said goods especially during the occurrence of a calamity, emergency and widespread illegal manipulation and other unscrupulous activities;

**WHEREAS**, the same Act was enacted to carry out said mandates and to protect the consumers by stabilizing the prices of basic necessities and prime commodities by prescribing measures against undue price increases during emergency situations;

**WHEREAS**, under Rule VI of the Rules and Regulations Implementing Republic Act No. 7581, there shall be created a City Price Coordinating Council defining its powers and functions;

**WHEREAS**, in view of the foregoing, the City Government of Davao issued Executive Order No. 13, Series of 2011, creating the Davao City Price Coordinating Council and defining its functions and powers and for other purposes;

**WHEREAS**, the Department of the Interior and Local Government (DILG) reminded Local Government Units to impose price controls at tourist destinations following the reports received by the Department of Tourism (DOT) of excessive prices of food charged to local tourists of Virgin Island in Panglao, Bohol;

**WHEREAS**, there is a need to increase visibility and intensify monitoring of prices to protect consumers from unscrupulous traders and retailers and to prevent any abuse from unwarranted increases in the prices of basic goods and commodities;

**WHEREAS**, there is a need to reconstitute the Davao City Price Coordinating Council in order to address or forestall any unreasonable increases in the prices of basic and essential goods and commodities in Davao City.

**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. CREATION AND COMPOSITION.** There is hereby created a Davao City Price Coordinating Council to be composed of the following:

Chairperson : City Mayor or the City Administrator

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Vice-Chairperson : Regional Director or his duly authorized representative,  
Department of Trade and Industry XI

Members :

- City Health Office
- City Legal Office
- City Agriculturist's Office
- City Tourism Operations Office
- City Economic Enterprise Office
- City Transport and Traffic Management Office
- City Information Office
- Department of Agriculture XI
- Department of Health XI
- Food and Drug Administration XI
- National Food Authority XI
- Department of Transportation XI
- Land Transportation and Franchising Regulatory Board XI
- Land Transportation Office XI
- Department of Justice XI
- National Economic Development Authority XI
- Department of Environment and Natural Resources XI
- Philippine National Office XI
- National Bureau of Investigation XI
- Bureau of Customs-Port of Davao
- Representative from each of the Consumers Agricultural, Producers, Manufacturing and Retail Sectors

**SECTION 2. SELECTION OF MEMBER-REPRESENTATIVES.** The Chairperson of the Council shall decide who among the abovementioned representatives of agencies shall sit as members of the Council. The Chairman shall appoint the sectoral representatives.

**SECTION 3. APPOINTMENT OF SECTORAL REPRESENTATIVES.** The sectoral representatives of the Davao City Price Coordinating Council shall be appointed by the Chairman upon nomination by the Davao City Chamber of Commerce or a similar trade organization and by a consumer organization preferably one duly accredited by the Department of Trade and Industry.

**SECTION 4. POWERS AND FUNCTIONS.** The Davao City Price Coordinating Council shall have the following duties and functions:

1. Coordinate with sectors and industries regarding programs by the national government intended to stabilize prices and supply.
2. Conduct in-depth analysis on causes of price fluctuations.
3. Recommend actions or steps to correct unwarranted price increases and supply shortages.
4. Ensure that the price offered for sale at retail should be publicly displayed with appropriate tags or labels indicating the price of such articles and that such articles are to be sold uniformly and without discrimination on the stated price, pursuant to Republic Act No. 71 - An Act Requiring Price Tags or Labels to be

Affixed on All Articles of Commerce Offered for Sale at Retail and Penalizing Violations of Such Requirement.

5. Seek technical assistance from national government projects or programs related to local enterprises to mitigate the problem particularly on the informal local enterprises in their city.

**SECTION 5. MEETINGS OF THE COUNCIL.** The Council Shall meet at least once every quarter and as often as may be necessary.

**SECTION 6. TECHNICAL SECRETARIAT.** The Davao City Investment Promotion Center (DCIPC) shall act as the Technical Secretariat providing administrative and technical support to the Council.

**SECTION 7. FUNDING.** The Council shall prepare and submit for the approval of the City Mayor, a budget to cover operational expenses to include maintenances and other operating expenses, honoraria, and such other expenses to be incurred in the discharge of its functions.

**SECTION 8. 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 9. 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.

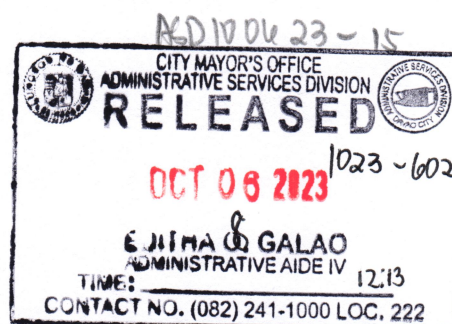
**SECTION 10. EFFECTIVITY.** This Executive Order shall take effect immediately.

Done this OCT 06 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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