

## THE BIRTH OF THE SUPER REGIONS

President Gloria Macapagal-Arroyo first unveiled the concept of “super regions” in the Philippines in her 2006 State of the Nation Address (SONA), noting the importance of grouping selected regions and provinces by their economic strengths to stimulate economic growth and development and “make the country in step with the rest of its Asian neighbors.” The President is optimistic that by enhancing the competitive advantage of the natural “super regions” of the Philippines, namely, the North Luzon Agribusiness Quadrangle (for agribusiness), the Luzon Urban Beltway (for infrastructure and logistics), Central Philippines (for tourism), Mindanao (for agribusiness), and the Cyberservices Corridor (for information and communications technology), the country will be able to achieve unprecedented economic growth and boost national development.

To ensure the implementation and completion of vital development projects, President Arroyo has designated five “development champions” or point persons for each super region, with Presidential Management Staff Director General and Jobs Czar Arthur C. Yap as the Development Champion for the North Luzon Super Region.

## THE NORTH LUZON AGRIBUSINESS QUADRANGLE (NLAQ) SUPER REGION

The NLAQ is part of the President’s roadmap to realize the region’s full potentials that would spur the country’s drive towards agricultural productivity and increased food production not only to supply the major population centers of Luzon, but North Asia as well. This proximity to the major markets of North Asia holds the promise not only of agricultural exports but domestic economic growth through a vibrant tourism market.

The NLAQ consists of 15 provinces in CAR, Region I, II, and the northern parts of the four provinces of Aurora (north of Baler), Tarlac (north of Tarlac City), Nueva Ecija (north of Cabanatuan City), and Zambales (north of Subic). It is home to 10.3 million people, comprising 13.5% of the country’s total population. It has a land area of 73,263.25 sq. kms. or 24.39% of the Philippines’ land area, and a coastline measuring 1,870 kms. or 10.58% of the national total.

The agricultural and fisheries potential of the Cordilleras, Ilocandia, Cagayan Valley and the northern part of Central Luzon can feed Luzon affordably. Thirty-seven percent (37%) of the national rice production comes from North Luzon, while twenty-six percent (26%) of corn and sixty-five percent (65%) of vegetables are also produced in this area. It has a surplus production of rice, corn, root crops, vegetables, fruits, poultry, livestock and fishes.

## FUNDING FOR THE NLAQ PROJECTS

The total budget for the major NLAQ projects stands at about P56.28 billion (estimated as of 25 September 2006). This will be sourced from the national government through recent increases in revenue collections, the private sector, government-owned and controlled corporations, and the local government units.

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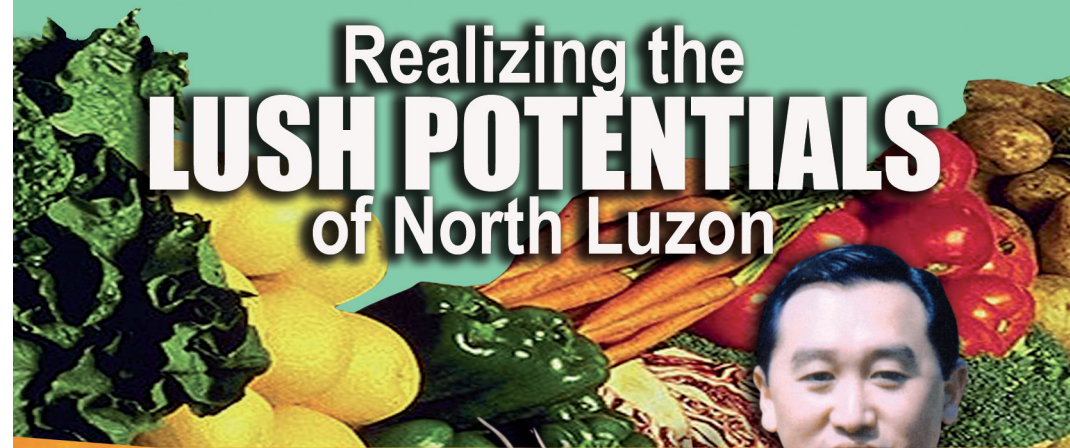


“We will enhance the competitive advantage of the natural ‘super regions’ of the Philippines. In North Luzon, we will prioritize agribusiness investments. The agricultural and fisheries potential of the Cordilleras, Ilocandia, and Cagayan Valley can feed Luzon affordably. And nearness to North Asia holds the rich promise of agricultural exports and tourism.”

President Gloria Macapagal-Arroyo

## The North Luzon Agribusiness Quadrangle Super Region

# Realizing the LUSH POTENTIALS of North Luzon



“Sa pagbubukas ng mga bagong proyekto at pagkumpleto ng mga nasimulan na sa Northern Luzon Agribusiness Quadrangle, hangad nating matulungan ang ating mga magsasaka, mapalago ang kanilang kabuhayan...at pababain ang presyo ng mga produktong agrikultura.”

Sec. Arthur C. Yap  
NLAQ Super Region  
Development Champion