

'People Power' is what makes Philippines unique

IT IS not only politically that the Philippines has come to use "people power" to good advantage.

Professionally, the Filipino workforce is one of the most compelling advantages the country has over any of its Asian neighbors.

Consider:

— With a higher education priority, the literacy rate in the country is 94.6 per cent, among the highest in the world.

— English is taught in all schools, making the Philippines the world's largest English-speaking country outside of the United States.

— Every year, there are some 350,000 graduates enriching the professional pool.

ATTRACTING INVESTORS

People power is but one of the come-ons the government, through the Board of Investments (BOI), is using to attract investments to the country.

It has, among others, also listed among the country's advantages its strategic location, first class lifestyle, abundant resources, low cost of doing business, liberalized and business-friendly economy, unlimited business opportunities, and a developing infrastructure for global growth.

The BOI cited the country's state-of-the-art telecommunications facilities, adequate and uninterrupted power supply, ready-to-occupy offices and production facilities, computer security and building monitoring systems as well as complete office services in specialized information technology (IT) zones as the reasons why the country is all the investors need and more.

With the government's focus on building up an IT-enabled economy, the Philippines, the BOI said, is on its way to becoming the e-services hub of Asia.