



Engine of Cebu's Business  
Growth towards Global  
Competitiveness

## Official Statement on the National State of Energy Emergency

The Cebu Chamber of Commerce and Industry (CCCI) welcomes the declaration of a State of National Energy Emergency through Executive Order 110, a necessary measure to stabilize energy supply and prices, safeguarding businesses, livelihoods, and communities from the ripple effects of global energy disruptions.

We are entering a new reality: our heavy reliance on imported energy, food, technology, and advanced manufacturing exposes us to vulnerabilities during global crises. This is a moment to rethink how Cebu, and the Philippines as a whole, can strengthen its robustness, enhance competitiveness, and achieve global relevance in a rapidly changing world.

Cebu has faced numerous challenges in recent years: from Typhoon Odette to major earthquakes and the pandemic. Each time, Cebuanos have shown **remarkable endurance, adaptability, and determination**. We do not just recover—we come back stronger.

However, we recognize that the impact of this emergency will not be felt equally. With over 90% of Cebu's economy composed of micro, small, and medium enterprises (MSMEs), these businesses are particularly vulnerable. This reality calls for urgent, coordinated, and responsible action from all sectors.

Our Call to Action:

- Government:** We urge national and local authorities to ensure consistent price regulation and supply monitoring across Cebu Province, Cebu City, and all component LGUs. Any local measures—including taxation, regulations, or fees—should be carefully coordinated within existing legal frameworks to ensure fairness, effectiveness, and compliance.
- Businesses:** We call on all businesses to act with integrity and restraint. Hoarding, price gouging, or other exploitative practices will harm the community. Fairness, transparency, and accountability must guide every action to maintain public trust, market stability, and global competitiveness.
- CCCI Members and the Cebu Business Community:** We encourage Cebu businesses to act proactively—optimizing operations, managing resources prudently, adopting cost-saving measures, rethinking business models to diversify and innovate, strengthening local capacity, reducing reliance on imports, and investing in innovation. These steps will ensure that Cebu businesses remain competitive, adaptive, and strategically positioned with enhanced global competitiveness.

By working together, Cebu can stay prepared, adaptive, and competitive. Through cooperation, discipline, and a shared vision for a forward-looking, sustainable, and globally relevant future, we can overcome this challenge - and emerge stronger than ever.

**Padayon Cebu!!!**