

Cebu Landmasters and prominent Davao businessmen ink deal to build world-class business district in Davao city

CLI partners with scions of the prominent Villa-Abrille clan of Davao City. A vibrant, 20-hectare CBD will signal the city's coming of age as a global hub.



DAVAO CITY'S ECONOMIC PERFORMANCE IS EXPECTED TO CONTINUE SIGNIFICANTLY, SURPASSING THE NATIONAL GROSS DOMESTIC PRODUCT IN THE NEXT FEW YEARS. This sustained expansion will further be assured with the establishment of the 20-hectare Davao Matina Business Park, earmarked to be the city's and Mindanao's premier business district over the medium term.

Davao City's economic growth will soon be primed further by the conversion of the Matina golf course into a world-class central business district and lifestyle township, according to Jose Soberano III, CEO of Cebu Landmasters (CLI). The leading property developer in the Visayas and Mindanao recently sealed an agreement with the owners of the prime property set to be transformed into the region's New City. "We have designed our development to fulfill the emerging market demands of this high-growth capital and region," he said.

CLI inked a joint venture agreement with the property's four major stakeholders: Plaza de Luisa Development Inc., represented by Jason P. Huang; Yuson Newtown Corp. and Yuson Strategic Holdings represented by Frederick H. Yuson; Davao Primeland Properties Corp. represented by Susan Grace H. Tan; and Davao Filandia Realty Corp. represented by Jasper P. Huang.

The stakeholders belong to the Villa-Abrille clan, one of Davao's oldest and most prominent families with various land developments. In 2016 they celebrated the centennial year of the title covering 603.70 hectares of land registered in the name of Francisco Villa-Abrille Juna in Davao City.



FROM LEFT TO RIGHT:
Jason Huang, Fred Yuson, Jose Soberano III, and Jose Franco Soberano.

Among many others, the family established Davao's first residential subdivision of 100-hectares in 1952 and set up Davao's first Golf Club of 20-hectares in 1954.

Yuson disclosed that a number of other developers had in the past approached them. He emphasized: "We know this is the best time to transform the property into a business park that will contribute to the economic and social development of the city. We chose to partner with Cebu Landmasters because apart from the fact that they understand the Vis-Min market very well, we share the same values and the same passion towards our clients and the community. The Soberanos are practically family to us."

DAVAO MATINA BUSINESS PARK

Located in the southern part of the Davao metropolis, Davao Matina Business Park is expected to diffuse traffic in the north by pushing development to the new area which is a 30-minute drive from the Davao International Airport. The project envisioned to be Davao City's first vibrant large-scale self-contained community with office, residential, retail and institutional uses is scheduled for its groundbreaking in the second half of 2018. Its first phase covering a total gross floor area of 93,000 square meters is valued at P10 billion. It will include an office building; commercial center with an indoor mall, cineplex mall, and retail podium; residential condominium and a civic-community center-- all scheduled for completion by 2021.

Upon full buildup, Davao Matina Business Park will be an important business destination with a convention center, hotel, medical building, office buildings, and a range of residential options - from residential condominiums to townhouse style homes. "It will provide a live-work-play environment and be a modern business hub at par with the world's best," explained Franco Soberano, COO of Cebu Landmasters.

CLI'S EXPANSION IN DAVAO

Davao Matina Business Park is CLI's third real estate development in Davao City. The first is MesaTierra Garden Residences, a two-tower residential

condominium in Emilio Jacinto Extension whose construction is ongoing and expected to be completed in 2020. Launched in March 2017, and 94% sold to date.

The second project is a mixed-use development in a 1.9-hectare land along McArthur Highway in Matina, Davao City and expected to be completed in 2021.

Davao City is a vital link to other markets in other parts of Mindanao. Consequently, it is the leading exporter of bananas in Asia and among the top in the world; the leading exporter of coconut products and banana chips in the Philippines. The city's growth has further been boosted by a growing BPO industry supported by the schools and universities that have transformed the area into an educational center in the past decades. Significant projects covering transportation, infrastructure, agriculture, power and tourism are expected to further boost Davao City's growth from its 9.4 percent GRDP (gross regional domestic product) in 2016 to double digit GRDP expansion in the near future. The Philippines' official GDP registered at 6.9 percent in 2015.

Davao Matina Business Park will serve as a testimony of the city's coming of age as a global business center. "Cebu Landmasters seizes this opportunity and will play a key role in Davao's transformation," highlighted Franco Soberano. ●



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Architect's Perspective

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