



**PPMC CHARTER STATEMENT AND STRATEGY MAP**

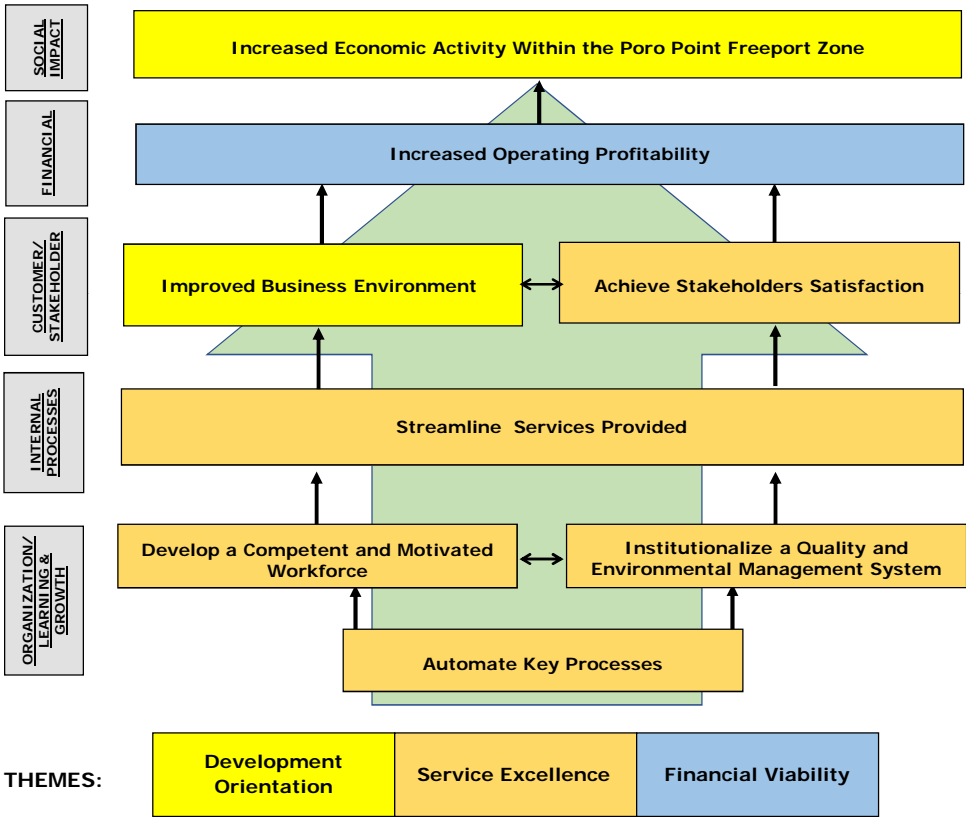
**VISION:** By 2030, Poro Point Freeport Zone also known as Poro Point Headlands shall be one of the best marine sanctuaries in the country and a globally competitive, viable and sustainable smart city.

**MISSION:**

- To develop and manage the Poro Point Freeport Zone
- To promote the economic and social development of Northern Luzon in particular, and the country in general
- To ensure the conservation and protection of our environment and natural resources

- CORE VALUES:**
- Integrity
  - Stewardship
  - Excellence
  - Innovation

**Philosophy:**  
Performance with Purpose



**THEMES:**

Development Orientation	Service Excellence	Financial Viability
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