



Republic of the Philippines
SANGGUNIANG PANLUNGSOD
City Government of Naga

ORDINANCE NO. 2024-012
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AN ORDINANCE NAMING THE UNNAMED STREET STRETCHING FROM THE CORNER OF BICOL ACCESS HEALTH CENTRUM UP TO THE OPPOSITE END OF THE SAME UNNAMED STREET AT ZONE 4 OF BARANGAY TRIANGULO AS BONING SIA, SR. STREET, IN HONOR OF THE MAN WHOSE HUMBLE STORE HAS THROUGH TIME AND HARD WORK, BECOME THE CITY'S SINGLE BIGGEST SUPPLIER OF OFFICE AND SCHOOL SUPPLIES AND OTHER BASIC MERCHANDISE NOT ONLY IN THE CITY OF NAGA BUT IN THE WHOLE PROVINCE OF CAMARINES SUR AND THE BICOL REGION, AS WELL:-

Sponsored by: Hon. Jose B. Perez *ju*

EXPLANATORY NOTE

In the year 1924, a 9-year old boy was tagged along by her older sister in Bicol from Amoy, China. Together with his sister, they settled in the Barrio of Ratay in Calabanga, Camarines Sur and stayed there for four years to pay for his fare working as a young household cook and helper. He then ventured alone in the nearby town of Naga where as a growing young man he worked as a freelance rice and copra trader. When war broke out in 1941, he fled to adjacent Canaman town.

In the year 1946 when peace finally came, he married a young lady from Daet, Camarines Norte by the name of Dominga Villafranca Sy who was introduced to him by a friend. Right after their marriage, the couple started a "chucheria" along downtown General Luna Street where the present Naga City People's Mall is located.

In 1949, they set up Boning's Trading which for 74 years now, this family owned enterprise has been in continuous operation with about 30 employees and personnel despite the challenges posed by bigger department stores and malls from Manila and Cebu. It is popularly known as the favorite supplier of various merchandise, notably office, and school supplies to different government and private offices and agencies and many public and private schools, colleges, and universities in the city and the province, as well as paper requirements of many printing shops throughout Bicol.

The Sia couple had borne five children who are now all professionals and businessmen/women by themselves. One of three sons became a board toptotcher in civil engineering for whom his proud University of Nueva Caceres honored him in a victory parade throughout the major streets of the city. The engineer son, Ruben, upon the encouragement of then City Mayor Jesse M. Robredo, laid the groundwork for the development of what is now known as Naga City's Business District 11 which heretofore became the core of the city's continually expanding business development plans.

In June 2016, during the Mayoral Awards as part of the city's celebration of its 68th Charter Anniversary, the Sia Family's Boning's Trading was bestowed the Leon SA Aureus Award. The citation reads: "It is looked up to as a major player in the local commercial and trading scene, earning along the way the people's approval because it conducts business the old fashioned way: It offers various kinds of goods and supplies at affordable prices, shares generous donations in community projects and pays taxes honestly and religiously, consistently making it one of the top

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