

GOOD GOVERNANCE

“MAP Insights” Column in BusinessWorld

MAP started this column in February 2007 to serve as a vehicle for MAP members to share their ideas and insights on good governance. The Column comes out every Tuesday under the Opinion Section of BUSINESSWORLD.

“MAP Query of the Week” Box in BusinessWorld

To encourage action on the issues that MAP raises in its advocacy for good governance, MAP has partnered with BUSINESSWORLD for a weekly “MAP QUERY OF THE WEEK” box. The box serves as a follow-up process directed toward policy makers and implementing authorities on issues and events where action does not seem to have occurred, but is urgently needed.

The queries also serve to bring to the fore the critical need for greater accountability, transparency, and the political will to do what is right in terms of addressing what is important in moving the country forward.

Advocacy for Good Governance

MAP continues issuing statements from time to time to address issues on good governance which the government needs to focus on. The MAP Board believes that MAP should become more involved in community affairs and work with government toward a better environment for our people and brighter conditions that can encourage greater levels of business growth.

Advocacy in fighting corruption

In its 2007 Statement entitled “MAP Urges Political Will in Fighting Corruption,” MAP stressed that “More transparency is definitely needed in the awarding of contracts for major infrastructure and public utility projects. We need to set clear cost benchmarks. Selection and eligibility criteria should follow international standards. Inviting international donor agencies to be part of the review and awarding team, even if they are not directly involved in financing the project, could help make the process more credible. . . Our Justice system should ensure speedy resolution of corruption cases especially that of the fertilizer scam which appears to have been buried and forgotten.”

Advocacy on electoral reforms

MAP co-signed the 2007 Joint Statement entitled “REFORM OUR ELECTORAL SYSTEM NOW!” which expressed the signatory organizations’ support of the Catholic Bishops Conference of the Philippines’ call for electoral reforms..

The signatories said “We believe that Chairman Abalos may yet restore public confidence in the COMELEC by voluntarily resigning from his position. In light of the public’s disgust with he poll body, it is the most honorable and statesmanlike act he can make in his public life. We call for the immediate appointment of a new Chair and the seventh commissioner, both of whom should possess unquestioned integrity and competence. Furthermore, those COMELEC officials responsible for anomalies in the 2004 and 2007 elections should be held accountable for their actions.”

Advocacy for credible election

MAP co-signed the 2007 Joint Statement entitled “A Call for a Credible Election” which stressed that “credible election is both a fundamental and a critical step toward ensuring that this frame of mind (perceived distrust) does not become prevalent enough to undermine our people’s faith in democracy and towards uniting the country so that development may proceed more rapidly. Our country’s poverty may actually be reduced if the present growth momentum is sustained by an electoral process that Filipinos believe is fair. The people would therefore unite behind the elected leaders.”

Advocacy for transparency in government contracts

MAP spearheaded the Joint Statement on “Broadband for Barangays or Better Education and Health” which helped encourage President Gloria Macapagal Arroyo to cancel the National Broadband Network project. The Statement stressed that “The contract signed by the Philippine government and ZTE Corporation to supply and construct a national broadband network appears highly questionable.” It pointed out that “A central government that is electronically linked to local government by broadband is a good idea. However, spending on an expensive broadband technology, instead of maximizing and expanding existing networks, is not the best option. There already exist national broadband networks that our telecommunications companies operate. Our national government agencies can lease bandwidth from them at market rates.”

The signatories (MAP, MBC, FINEX, BBC, Foundation for Economic Freedom and Action for Economic Reforms) concluded the statement by saying that “We strongly oppose the contract with ZTE Corporation. We respectfully call on the President to diplomatically abrogate the contract and to commit the funds to education instead, where the nation can benefit the most.”

Corporate Governance Workshop

On 15 June 2007, MAP conducted the 4th session of its series of annual workshops on corporate governance. Entitled “Enhancing Board Oversight and Senior Management Functions from the Financial and Risk Management Perspectives,” the workshop discussed the imperative for all the governance players, particularly the individual directors and senior managers, to have a certain level of knowledge of accounting and finance and at the same time embrace the need to have a strong risk management structure in the organization fully supported by the board of directors. The speakers were: (1) Atty. Rosario S. Bernaldo, President of CGiP and Managing Partner BM&D Law Offices and RS Bernaldo & Associates; (2) Dr. CONCHITA L. MANABAT, Chair, C.L. Manabat & Co. – Deloitte Philippines; (3) Ms. REBECCA G. SARMENTA, Partner, SGV & Co.; and (4) Mr. CELSO P. VIVAS, Chair, PICPA National Committee on Corporate Governance and Vice-Chair & CEO, CGiP.

Corporate Governance Survey

The MAP Corporate Governance Committee conducted a survey in November to establish the baseline on the practice of Good Governance among companies represented in MAP and also to provide input to the National Competitiveness Council.

The survey included the following questions, among others: (1) What Corporate Governance seminar or training have you undergone? (2) Would you be interested to attend a Corporate Governance seminar for MAP members?; (3) Do you have Independent Directors on your Board?; (4) What Board Committees do you currently have?; and (5) How well are Good Corporate Governance practices being observed in your company?

MAP’s participation in VforCE

MAP participated in the VforCE, or 1 Million Volunteers for Clean Elections, headed by MAP Member and former COMELEC Chair CHRISTIAN S. MONSOD. As in previous election years, the Board assessed all MAP members P1,000 each to allow the MAP to contribute a substantial amount to the VforCE. The MAP Board encouraged MAP members to participate in the VforCE, especially in providing voter education and working for long-term political and social reform.

e-Governance



MAP signed a Memorandum of Understanding with the E3 Project, headed by Stewart Hall, and the National Competitiveness Council (NCC) headed by Amb. Cesar Bautista. The E3 (Electronic Governance for Efficiency and Effectiveness Project) is a five-year governance Project funded by CIDA that aims to foster efficient, responsive, transparent, and accountable governance at all levels.

NCC was formed as a Public-Private Task Force on Philippine Competitiveness by virtue of E.O. 571, to advocate activities towards improving the country’s competitiveness through the strengthening and expansion of Public Private Partnerships (PPP) in the country.

E3 aims to establish models and guiding principles for supporting PPPs for the utilization of delivery systems for e-Governance and the delivery of government services. It raises awareness and helps develop increased capacity amongst key officials throughout the Philippine government in the strategic use of information and communications technologies, for responsive e-governance, especially within the social services sector of the society.

The partnership of E3, NCC and MAP underscored the importance of building the capacities of ICT officials in government, and the need to propagate PPP activities primarily through outsourcing, with the end in view of accelerating the development of e-governance through capacity building, improving the delivery of government services, and becoming globally competitive.

5th MAP “Best Annual Report” (BAR) Awards



The Management Association of the Philippines, in cooperation with the Philippine Stock Exchange (PSE) and BusinessWorld, announced the winners for MAP's 5th Best Annual Report Awards at the Hotel Inter-Continental Manila.

Macroasia Corporation won the prestigious Best Annual Report for 2006. 1st Runner Up was Globe Telecom while 2nd Runner Up was Manila Water Company.

The Best Visual Presentation Award was given to Manila Water Company. Globe Telecom got the Best Corporate Governance Disclosure for Non-Financial Institutions Award while the Best Corporate Governance Disclosure for Financial Institutions went to PSBank.

MAP gave a Special Award for Conglomerates whose 3 or more companies made it to the top 20 finalists and this was awarded to the Ayala Group and SM Group.

MAP annually holds this search with the help of PSE and BusinessWorld to award all PSE-listed corporations who practice good governance by adhering to the rules of transparency, accountability and fairness and are compliant with international standards of financial reporting. Furthermore, aside from using their annual reports to communicate clearly and truthfully with their shareholders, creditors and investors, public companies are also expected to perform a role in educating the public to read, understand and appreciate company reports.

The 20 finalists were: Aboitiz Equity Ventures, Aboitiz Transport System Corp., Alaska Milk Corporation, Ayala Corporation, Ayala Land, Bank of the Philippine Islands, China Banking Corporation, Chinatrust, Globe Telecom, Highlands Prime, Keppel Philippines Marine, Macroasia Corporation, Manila Water Company, Metrobank, Metro Pacific Investments Corporation, PLDT, PSBank, SM Development Corporation, SM Investments Corporation, and SM Prime Holdings

Previous "Best Annual Report" awardees were Macroasia Corporation (2002), Aboitiz Transport System Corporation (2003), PLDT (2004) and Macroasia (2005). All corporations listed in the Philippine Stock Exchange (PSE) are qualified to join the awards and the partnership with the PSE should encourage more companies to participate and be recognized for their desire to inform their publics. Consistent winners will be elevated to the Best Annual Report Hall of Fame after the same company wins five best annual report awards.

CUISIA is MAP Management Man of the Year for 2007

Philippine American Life & General Insurance Company President and CEO JOSE "Joey" L. CUISIA JR. is the "MAP Management Man of the Year 2007."

The "MAP Management Man of the Year" is a prestigious award that MAP bestows on individuals in the business community or government for attaining unquestioned distinction in the practice of management and for contributing to the country's progress. The conferment of the award to Mr. Cuisia followed a thorough, stringent selection process that the distinction "MAP Management Man of the Year" has only been conferred 30 times in the four-decade history of the award.

The criteria for the award include integrity, leadership, and management qualities; contribution to nation building and values formation; effective stewardship within the confines of the highest standard of business and management practice; among others.

Mr. Cuisia was chosen:

1. for leading Philippine American Life Insurance Co. Inc. in its successful efforts to remain the country's leading life insurance company;
2. for his work in seeing to the growth and development of the former Insular Bank of Asia and America, formed with the merger of two small banks and for steering Union Bank of the Philippines, newly created out of the remains of a financially troubled investment bank;
3. for his work, as Chairman of the Monetary Board and Governor of the Central Bank of the Philippines, in policy reforms most notably a more open and liberal foreign exchange environment;

4. for his exemplary guardianship and improvements in membership benefits as Administrator of the Social Security System (SSS);
5. for his keen and sincere sense of corporate social responsibility through leadership in business organizations and corporate citizenship programs of the companies that he has headed; and
6. for having consistently maintained a proven track record of integrity, professional competence and strong leadership in both private and public sectors.

Past "MAP Management Man of the Year" awardees include: Washington Z. SyCip (1967), Geronimo Z. Velasco (1977), Henry A. Brimo (1978), Jose M. Soriano (1979), Cesar E.A. Virata (1981), Jaime V. Ongpin and Vicente T. Paterno (1982), Dante G. Santos (1983), Cesar A. Buenaventura and Roberto T. Villanueva (1985), Jaime Zobel de Ayala (1987), Ramon V. del Rosario, Sr. (1988), Jose B. Fernandez, Jr. (1989), Raul T. Concepcion (1990), Oscar J. Hilado (1991), Alfonso T. Yuchengco (1992), Juan B. Santos (1994), David M. Consunji and Rizalino S. Navarro (1996), Gabriel C. Singson (1998), Delfin L. Lazaro and Henry Sy, Sr. (1999), Oscar M. Lopez (2000), Tony Tan Caktiong (2002), Jesus P. Tambunting (2003), Rafael B. Buenaventura (2004), Manuel V. Pangilinan (2005), George S. K. Ty (2006) and Jaime Augusto Zobel de Ayala II (2006).

Conference on Competitiveness

MAP, in cooperation with BAYAN Telecommunications and BusinessWorld, conducted the 6th MAP International CEO Conference on October 2nd and 3rd at the Makati Shangri-La.

The Conference generated a record attendance of 814 (157 MAP members and 657 non-members).

The speakers and their topics were: Ms. Christina Gold, CEO of Western Union (USA), on "Connecting People – Where they Live, Where they Work," Dr. FredEric Neumann, Economist of HSBC's Global Research Team (Hong Kong), on "Scanning the Globe for Strategic Opportunities," Khun Piti Sithi-Amnuai, Executive Chairman of Bangkok Bank Public Company Limited (Thailand), on "Banking on a Vision," Mr. Nabi Saleh, Executive Chairman of Gloria Jean's Coffees International (Australia), on "Building on a Dream," Mr. ELISEO B. SANTIAGO, Vice President – Retail Sales and Operations, East of Shell Eastern Petroleum (Pte) Ltd., on "Exploring Scenarios for Sustainable Energy Development," Mr. Jose Isidro Camacho, Vice Chairman for Asia Pacific of Credit Suisse (Singapore), on "Surviving the Squeeze, Investing In the Future," Mr. DAVID MILLER, President of Asia Pacific and SVP of Lenovo Group (Singapore), on "Continuing a Tradition of Innovation," Mr. ARTHUR TAN, President and CEO of Integrated Microelectronics, Inc. (Philippines), on "Cashing In on the Chips," Dr. Devi Prasad Shetty, Founder of Narayana Hrudayalaya (NH) Institute of Medical Sciences (India), on "Innovating – with a Heart," Mr. Toshio Arima, President and Representative Director of Fuji Xerox Company (Japan), on "Opening Up the Office, Exploring the Business," Mr. RENATO T. DE GUZMAN, CEO for Asia Pacific of ING Private Bank Limited, on "Staying Focused on Fundamentals," Mr. BRIAN TUMPOWSKY (Representative of Mr. Tom Weakland), Principal of Diamond Management and Technology Consultants, Inc. (USA), on "Sourcing Synergies," and Mr. RAJA AZMI (Representative of Mr. Tony Fernandes), Executive Vice President and Chief Financial Officer of AirAsia (Malaysia), on "Expanding Horizons, Soaring in the Open Skies."

The MAP Conference continues to be a premier venue for bringing people from various fields together to share their insights and experiences in exploring innovative strategies for value maximization in the increasingly complex and uncertain global arena. In the first of its Competitiveness Series, MAP took a broad look at the factors that drive or hinder competitiveness. It was the consensus then that an enabling environment shaped largely by public policies and better governance can foster the growth of businesses.

The 2007 MAP Conference acknowledged that a favorable policy environment alone cannot ensure competitiveness, it has to be backed up by the ability of business firms to develop their unique capabilities and competencies to seize the limitless opportunities in the global marketplace.

The Conference theme, "Strong Vision, Bold Decisions: Responding to Emergent Global Challenges," was a call to business leaders to take an active and decisive stance in addressing today's complex and uncertain business environment. Since the challenges faced by today's CEOs and business leaders are quite complex, the Conference will give greater breadth and depth to the discussions. Day One was devoted to the heightened concern for environmental and social issues. Day Two focused on the increased complexity of doing business as a result of globalization and greater inter-connectivity.

The Conference was supported by ING Asia Private Bank Limited as Platinum Sponsor; The Philippine Daily Inquirer as Diamond Sponsor; the First Philippine Holdings Corporation, Yehey and SMART as Gold Sponsors; Gotuaco del Rosario & Associates, Inc., CGKformaprint, Makati Shangri-La and SM Investments Corp. as Silver Sponsors; Metrobank, Brain Audiovisual Company, Figaro Coffee Co., Social Security System and United Laboratories as Bronze Sponsors; Ayala Corporation, Clark Development Corporation, Clark International Airport Corporation, e-Business Services, Inc., LiveIT Solutions, Inc., MIS Maritime Corporation, Ortigas & Company, Shell, Fernando Medical System and Insular Life Assurance Company, Ltd. as Session Sponsors; and Asian Quality, BDO, Belle Corporation, Bellevue Manila, Chinatrust, Fuji Xerox Phils., Macroasia Corporation, Megaworld Corporation, Metro Pacific Corporation, Nestle Philippines, Philippine Airlines, Rubicon Printing, Security Bank, Specialty Beans Philippines, St. Luke's Medical Center and The Philippine Star as Minor Sponsors.

CORPORATE SOCIAL RESPONSIBILITY

MAP Committee for Visayas

MAP has created a MAP Committee for Visayas which is chaired by Mr. Francis Monera, President of Cebu Holdings, with Mr. Richard Tiansay, Commercial Manager for Visayas and Mindanao of Pilipinas Shell Petroleum Corporation, as Vice Chair. MAP Governor Cesar Purisima helped organize the Committee.

The Cebu-based MAP members who are part of the Committee are: Mr. FERMIN T. CHIO, Region Head for Visayas and Mindanao, Branch Lending Group, Metrobank; Mr. VICTOR S. CHIONGBIAN, Chair, Fast Logistics; Mr. GERARD LEE P. CO, EVP – Cebu, BDO; Mr. RAMON P. PONCE DE LEON, SVP for Visayas and Mindanao, RCBC; Mr. RONALD FRANCIS DOMPOR, SVP and COO, Fast Logistics; Atty. ALAN C. FONTANOSA, Partner, SyCip Salazar Hernandez and Gatmaitan Law Office; Mr. PRUDENCIO J. GESTA, VP and Area Head for Central Eastern Visayas, RCBC; Mr. GORDON ALLAN P. JOSEPH, CEO, Philfacific Insurance Brokers and Managers; Atty. JEFFERSON M. MARQUEZ, Resident Partner – Cebu Office, Angara Concepcion Cruz Regala & Abello Law Offices; Mr. JOSE T. NG, President, Cebu Kang Ha Foundation, Inc. and VP for Visayas, PCCI; Mr. FERNANDO PACIO, Area Director - Cebu, Pilipino Cable; Ms. VENERANDA CINCO SY, Area Manager for Central Visayas, ABS-CBN Broadcasting Corporation; Mr. ROLANDO P. VALDUEZA, Head of Regional Network Group, ABS-CBN Broadcasting Corporation; and Mr. JAY Y. YUVALLOS, President, Interior Basics Export Corporation.

The MAP Committee for Visayas is tasked to help MAP reach out to the Visayas in promoting management excellence, in undertaking the right initiatives to benefit the country, and in practicing and promoting leadership by example. As its initial project, the Visayas Committee is considering organizing a Management Educators Workshop in partnership with AIM for teachers in the field of management in the Visayas-Mindanao region.

MAP Recognition Program for Responsible Businesses

The MAP Recognition Program for Responsible Businesses is MAP's vehicle in pursuing its advocacy for CSR. It reinforces MAP's commitment to promote and recognize exemplary CSR programs.

MAP defines CSR as a "moral obligation of business to do what is right for all concerned". Rather than look upon CSR as a moral obligation, MAP considers it as an exciting opportunity to do all that is right.

The main objective of the Program is to promote CSR as an important and integral part of good management practice, and to inspire MAP members and others to improve the practice of CSR in the country.

The Program will recognize companies who manifest through their social vision, their internal management systems and their programs that they are not only compliant, transparent and accountable, but also involved in addressing the social and environmental issues that confront the country.

The Program is intended to aspire for a higher achievement and will be inspirational, and not competitive in nature. It will inspire companies to participate actively in creating a healthy and flourishing society so they can operate efficiently and profitably to satisfy their shareholders and stakeholders.

It initially involves companies of MAP members and the first set of honorees will be known in the second half of 2008.

CHED Award on COE and COD

MAP partnered with the Commission on Higher Education (CHED) for carrying out the declared policy of the state to promote a culture of excellence in higher education.

In keeping with CHED's policy to link Higher Education Institutions (HEI) with the business community and align competencies with needs of industry, MAP co-presented the Award for Centers Of Excellence (COE) and Centers Of Development (COD) in Business and Management Education on 7 December 2007 at the Crown Regency Hotel in Makati City.

The event helped fulfill CHED's legislated mandate "to identify, support and develop potential centers of excellence in programs needed for the development of world class scholarship, nation building and national development."

The Technical Panel for Business and Management Education, headed by MAP ABCD Committee Chair Oscar Torralba, announced that the awardees were Ateneo de Manila University for COE in Business Administration and Entrepreneurship; Ateneo de Naga University for COD in Business and Entrepreneurship; Centro Escolar University, Holy Angel University, University of Mindanao, University of San Carlos, and St. Paul University Tuguegarao for COD in Business Administration; and Siliman University for COD in Accountancy.

COE in specific degree program in Business and Management Education is awarded to HEIs in recognition of consistent and outstanding quality of instruction, curriculum and faculty; scholarly researches relevant to business and management as well as meaningful extension services along the national development plan.

COD recognition is accorded to HEIs offering business and management programs which have present and clear potential to become COE in the near future.

The criteria and evaluation process for COE/COD for Business and Management Education, as specifically defined under CHED Memo Order No. 10, Series of 2007, prescribe strict guidelines and superior standards wherein an independent technical panel measures each applicant and accordingly promulgates its unanimous recommendation for final approval by the CHED Commission en banc.

Microfinance



MAP co-signed with PinoyME a Memorandum of Understanding on microenterprise development when MAP had PinoyME Convenor and former President Corazon C. Aquino as speaker in the May GMM. Instead of having a "stand-alone" project on microfinance, the MAP Board agreed that MAP should join the multi-sectoral social consortium which established the PinoyME movement.

PinoyME (Filipino Micro Enterprise) was organized by President Aquino to wage war against poverty through microfinance. Its goal is to harness the energies of individuals and institutions to make microfinance reach 5 million poor households and raise P5 billion for micro-lending in 5 years.

MAP members have been urged to help in any of the following projects of PinoyME: (a) raise funds, (b) provide management capacity building support microentrepreneurs (MEs), (c) provide market opportunities for ME products and services, and (d) promote corporate initiatives in utilizing microenterprises as part of core business.

MAP started, has made progress, and continues to work with PinoyME on the conversion of microfinance institutions' receivables portfolio into asset-backed securities to make more funds available for microfinance.

MAP also chosen PinoyME as beneficiary for the Adeste Fideles 2007 Christmas Concert.

MAP Book on Leadership

MAP will launch in 2008 its book on Leadership entitled "EXTRAORDINARY: Stories for Aspiring Leaders" that will feature 51 prominent and eminent business leaders whose lives and works will serve to inspire our youth and make them truly proud of being Filipino. The book is a cooperative work of MAP, Development Dimensions International headed by its COO Vic Magdaraog, and Asian Institute of Management Professor Mario Antonio Lopez, its project manager.

The book features the following: (1) Eugenia Apostol; (2) David L. Balangue; (3) Cesar B. Bautista; (4) Cesar A. Buenaventura; (5) Rafael B. Buenaventura; (6) Edgar O. Chua; (7) Jose Ma. A. Concepcion III; (8) Raul T. Concepcion; (9) David M. Consunji; (10) Jose L. Cuisia, Jr.; (11) Ramon R. del Rosario, Jr.; (12) Ramon V. del Rosario, Sr.; (13) Corazon S. dela Paz; (14) Rex C. Drilon II; (15) Carlos C. Ejercito; (16) Jesus P. Estanislao; (17) Lance Gokongwei; (18) Felipe L. Gozon; (19) Oscar J. Hilado; (20) Chit U. Juan; (21) Jaime C. Laya; (22) Delfin L. Lazaro; (23) Elena S. Lim; (24) Oscar M. Lopez; (25) Guillermo D. Luchangco; (26) Antonio Meloto; (27) Aurelio R. Montinola III; (28) Rizalino S. Navarro; (29) Napoleon L. Nazareno; (30) Jose T. Pardo; (31) Manuel V. Pangilinan; (32) Vicente T. Paterno; (33) Marixi R. Prieto; (34) Cesar V. Purisima; (35) Socorro Ramos; (36) Oscar S. Reyes; (37) Sixto K. Roxas III; (38) Juan B. Santos; (39) Evelyn R. Singson; (40) Gabriel C. Singson; (41) Ramon Y. Sy; (42) Washington Z. Sycip; (43) Tessie Sy-Coson; (44) Jesus P. Tambunting; (45) Tony Tan Caktiong; (46) George S.K Ty; (47) Geronimo Z. Velasco; (48) Cesar E.A. Virata; (49) George Yang; (50) Alfonso T. Yuchengco; and (51) Jaime Augusto Zobel de Ayala II.

MAP Book on Responding to Global Challenges

Bearing the 2007 MAP Conference theme as its title, "RESPONDING TO EMERGENT GLOBAL CHALLENGES," the book will give today's managers a sense of urgency in addressing today's pressing business problems. It will be edited by a panel of experts headed by Dr. Niceto Poblador. The volume will consist of at least 10 chapters based on the presentations of the invited speakers. It will also include an extended appendix containing excerpts from the exchanges that will take place among the conference participants at the open fora.

Self-Assessment for Business Performance Excellence

With the help of the Philippine Quality Award (PQA) Foundation, MAP encouraged MAP members in conducting Self-Assessment for Business Performance Excellence. The PQA Foundation helps identify the strengths and weaknesses of the companies and provide them the necessary training to improve their competitiveness.

The Self-Assessment covers the criteria for the PQA Awards which aim to: (a) help improve organizational performance practices, capabilities and results; (b) facilitate communication and sharing of best practices information among Philippine organizations of all sizes and sectors; and (c) To serve as a working tool for understanding and managing performance and for guiding organizational planning and opportunities for learning. The Self-Assessment enables MAP members to benchmark their operational systems and procedures with the best in their respective industries.

MAP Agri-Tour

MAP launched its Agri-Tour Program by showcasing the coffee industry in Cavite in April. Spearheaded by the MAP ABCD Committee, the Program aims to promote greater awareness among MAP members and other management executives regarding agribusiness enterprises and local tourism while promoting apprenticeship opportunities for students in agribusiness and HRM, and to showcase primarily a particular industry and blending the rich historical and cultural heritage of a particular province.

Teachers' Training

MAP sponsored a Seminar for Management Educators on the topic “Human Capital Management: Getting Best Results through People” headed by MAP Project Manager Mayo Lopez from May 21 to 23 in Iloilo City. Participants came from the Catholic Educational Association of the Philippines - Western Visayas and Iloilo City’s University of San Agustin.

MAP raised funds for its Management Educator’s Workshop (MEW) through Adeste Fideles 2007.

MEW is one vehicle of MAP and the Asian Institute of Management (AIM) in propagating excellence in managerial practice and in sharing their outlook on national issues as responsible corporate citizens to enrich national discussions and help in the evolution of productive action options for meaningful development. The MEW was designed primarily to bring together management practitioners and teachers so that the latter would know what the employers want of future managers. It was also designed to allow AIM to share its main teaching technology, the case method, and its wealth of Asian teaching materials with other management schools. Through these, both MAP and AIM hope to help prepare the country for the challenges of global competition.

Climate Change Contest

The MAP Environment and Sustainable Development Committee conducted the MAP “Climate Change” Contest in cooperation with Holcim Philippines. The main goal was to generate the best Filipino translation of “Climate Change.” The winning entry was “Di-pangkaraniwang Pagbabago ng Klima” which was submitted by Mr. Alvidon Asis of Sampaloc, Manila.

Kalikasan, Kaunlaran! and ESD Projects

The weekly radio program “Kalikasan, Kaunlaran!” regularly features MAP members and their corporate initiatives on environment and sustainable development (ESD). The program aims to enhance public awareness of ESD issues, encourage all to adopt a sustainable lifestyle, and mobilize them to work together toward the country’s sustainable development. Through the program, MAP is able to reach out to the mass of the population in the Philippines and abroad. With the support of some MAP members and their companies, the program has launched several contests, projects and campaigns, e.g., Climate Change Contest and Malunggay Tree Planting. Dr. Cora Claudio, Chair of the MAP ESD Committee, directs and hosts the program on Wednesdays, at 6:30-7:30 PM, at DZRH-AM radio. MAP leads the cooperating private sector organizations for the program. Main and continuing partners-sponsors of the program among MAP members and their companies are: Unilab, Unilever, Pilipinas Shell, Manila Water, Petron, Toby’s Sports, Del Bros Supply Chain Solutions and Holcim.

Gawad Kalinga Program

The Kalinga IP Program aims to establish ecologically sound and sustainable villages for communities populated mainly by indigenous people (IP), with priority to those affected by recent natural disasters or are vulnerable to them in the future. MAP, in partnership with the TOWNS Foundation, KAISA Para sa Kaunlaran Foundation, EARTH Institute Asia and Gawad Kalinga Foundation, has established the Kalinga Para sa Aeta Project in Sitio Sta. Rosa, Bamban, Tarlac. With a seed fund from the 2005 MAP-TOWNS Photo Exhibit and the support of those mentioned organizations and several MAP members, their companies and others, the project, as of the last quarter of 2007, has built more than 60 houses with rain collection system and waterless eco-sanitation toilets, a bamboo center, and other basic facilities. Main partners-sponsors of the program among MAP members and their companies are: Pilipinas Shell, Palafox Associates, former MAP Governor Mel Alonzo and sister Natividad Paris on behalf of their parents, Pablo and Laura Capistrano, and Asia Partnership Philippines, Inc.

Fr. Neri Satur Award for Environmental Heroism

MAP was one of the recipients of the 2007 “Fr. Neri Satur Award for Environmental Heroism,” an award from the Earthsavers Movement, Climate Institute, and UNESCO. MAP was cited “for its commitment, through its Environment Committee, with the promotion of best practices, corporate citizenship and good governance within the context of the Philippine and Global Sustainable Development Goals.”

MAP Eco-Tour

The MAP ESDC conducts eco-tours periodically to provide MAP members the opportunity to visit, appraise and appreciate the eco-tourism potential of various places may see how the MAP can help in their sustainable development. In May 2007, the Committee conducted an Eco-Tour of selected places in Pangasinan, La Union and Tarlac with support from Holcim.

Professional Development in Committee Meetings

Some committees, particularly the E&SD Committee, the ABCD Committee and the Management Development Committee provide continuing professional development to MAP members by featuring well-selected guests in their Committee meetings, which are sometimes opened to other MAP members and other interested parties.

Children's Hour

MAP continued with its commitment to devote its May GMM for the presentation on the Children's Hour. This year, MAP had the Honorary Chair of Children's Hour, President Corazon Aquino, as speaker. MAP has been undertaking this since 2004 in order to reaffirm its continuing involvement in helping the Children's Hour address the education and health needs of our youth that would effectively harness their potentials as productive and responsible citizens.

English Proficiency

In July, MAP co-signed the letter to the National Competitiveness Council on encouraging the Department of Education (DepEd), through Secretary Jesli A. Lapus, to conduct certification of teachers in English using an internationally credible test.

The signatories (AmCham, MBC, PCCI and MAP) proposed a study that would involve initial testing in 2007 to establish baseline scores and would track performance for three succeeding years until 2010.

The signatories suggested the adoption of a national benchmarking test for English, i.e., a single standard to be the benchmarking tool, to measure and determine the English proficiency of teachers. An internationally recognized test of English would be used so as to ensure the reliability, consistency and credibility of the results of the study.

Legislative Agenda

MAP co-signed two joint letters to President Gloria Macapagal-Arroyo on priority legislative agenda.

The July 12 letter focused on the following Recommended National Competitive Investment Climate Legislation for the 14th Congress: (1) BOT Law Amendments; (2) Credit Information System Act; (3) Customs Brokers Act Amendment; (4) Financial Sector Taxes Rationalization Act; (5) Fiscal Incentives Rationalization Act; (6) Foreign Investment Restrictions Rationalization Act; (7) Freedom of Access to Information Act (especially contract transparency); (8) Land Administration Reform Act; (9) Local Government Code Amendments (clarify role re investment); (10) Magna Carta for Small and Medium Enterprises Act Amendments; (11) Renewable Energy Act; and (12) Simplified Net Income Taxation Act.

The December 10 letter focused on the following seven priority bills: (1) Credit Information System (CIS) Act, (2) Customs Broker Act Amendment, (3) Land Administration Reform Act (LARA), (4) National Tourism Policy, (5) Personal Equity Retirement Act (PERA), (6) Renewable Energy Act, and (7) Simplified Net Income Tax Reform Act.

ENHANCING MEMBERSHIP BENEFITS

1+1 = 1,000 + Membership Drive

MAP's "1+1=1,000+ Membership campaign, launched on 8 August 2007 at Manila Polo Club, increased the MAP membership from 764 in 2006 to about 860 in 2007. There remains 34 new members for induction which will result in a cumulative increase of 17% to our membership.

With a membership base of 1,000 senior executives, MAP will achieve a critical mass to enable a greater exercise of influence and relevance with both the business community and the government in its promotion of management excellence.

MAP will continue the drive next year in order to reach the desired membership of at least 1,000.

MAP Speakers Bureau

To give MAP members a regular chance to share their wisdom and expertise as resource speakers, MAP institutionalized the MAP Speakers Bureau. MAP will be able to propagate best management practices by providing the venue for members to share their talent with schools, students, management practitioners and educators, and other business and professional organizations.

MAP CEO Academy

MAP institutionalized the MAP CEO Academy to serve as the umbrella brand for all learning sessions for members. The MAP CEO Academy serves as the venue for the continuing education and sharing of latest technologies and information on management and leadership, and for networking to help develop business opportunities among members.

The MAP CEO Academy offered ten management development fora in 2007 that aimed to address relevant issues to provide continuing education to MAP members.

Topics covered and the speakers were (a) “Leader as Coach and Mentor” by Dr. BLAINE LEE, Senior Executive Advisor and Founding Vice President of Franklin Covey, on March 15; (b) “CREATING EXCELLENCE IN STRATEGIC MANAGEMENT: A Way of Thinking, A Way of Working” with Prof. COLIN EGAN, Professor for Strategic Management of Leicester Business School (UK), on April 18; (c) “Knowledge Management” with Dr. SERAFIN D. TALISAYON, Chair of Knowledge Management Association of the Philippines, on June 20; (d) “New Technology from the MIT Media Laboratory, Networking with a Social Twist.” with HENRY HOLTZMAN, Chief Knowledge Officer of MIT Media Laboratory, on July 31, (e) “THE CHINA FACTOR: Hopes and Fears” by Prof. REUBEN MONDEJAR, Director for Global Business Management Program of the City University of Hong Kong, on Aug. 8; (f) “Leader by Choice” by Ms. TITA D. PUANGCO, Chair and CEO of Ancilla Enterprise Development Consulting, on Aug. 29; (g) “The PEZA Economic Revolution” by Atty. LILIA B. DE LIMA, Director-General of Philippine Economic Zone Authority (PEZA) on Sept. 18; (h) Joint FINEX-MAP Forum on Good Governance for LGUs with Mayor TOBY TIANGCO of Navotas, Mayor BEJAMIN C. ABALOS, JR. of Mandaluyong City, Mayor SHERWIN GATCHALIAN of Valenzuela City, and Mayor FREDDIE TINGA of Taguig City, on Sept. 26; (i) “Using the Internet and the Web for Business Advantage” by Mr. ADONIS YAP, President of SME.com.ph, and Mr. JONAS DELOS REYES, eCommerce Manager of Yehey Corporation, on Nov. 28; and (j) “Sustaining and Growing the Offshoring and Outsourcing Opportunities in the Philippines by Mr. OSCAR SAÑEZ, CEO of Business Processing Association of the Philippines (BPAP), and Mr. CHARLIE VILLASEÑOR, President and CEO, Transprocure Corporation, on Nov. 29.

The MAP CEO Academy also offered MAP ICT Executive Sessions to provide MAP members with unique experience and practical IT training to help enhance their managerial skills and improve their productivity.

To address the dynamics of a much wider and more diverse MAP membership, the ICT Executive sessions were divided into the following segments: (a) Level 1- BASICS - for members who have beginner or new level skills, and those who are PC/ ICT challenged, (b) Level 2 – INTERMEDIATE - for members who already have basic skills in the usage of PCs, computers and popular software tools but want to learn new features, functions, and tools in office and business automation, and (c) Level 3 – ADVANCED - for those who want to familiarize themselves with the state-of-the-art technologies available for business executives today.

The ICT Executive sessions were sponsored by Pentathlon Systems Resources, Amadeus Phils., Microsoft, SMART, PLDT, WeROAM, CEO Suite, Destileria Limtuaco and Company, Tricom Dynamics, Lenovo, Media G8way, STI and iAcademy.

Executive Wellness Program

MAP continued its Executive Wellness Program which showcases sessions that are most relevant to “executive survival” in today’s fast changing and stressful world.

MAP had sessions on the following topics: a) “Introduction to Centering Prayer” with Ms. LITA TANSECO SALINAS, Director of Contemplative Outreach Philippines, on March 21, (b) “Introduction to Yoga” with Mr. TRISTAN CHOA, Studio Director of Bikram Yoga Manila on May 23, (c) “HeartSpheres for Managers in the Philippines” by Dr. PETER GRUENEWALD, Medical General Practitioner of Medical Council in Land Baden-Wurttemberg, Germany, on September 4; and (d) “Retirement and Insurance for Ages beyond 65” by Mr.

MABINI L. JUAN, Chair and CEO of Actuarial Advisers, Inc., Mr. JACINTO D. ORENDAIN, Manager-Employee Relations Group of United Laboratories, Inc. and Ms MARGARETE R. ISLETA, Director of Gotuaco del Rosario and Associates, on Oct. 22.

MAP Visiting Speakers Program

The MAP Board institutionalized this program to provide MAP members the opportunity to listen, share and interact with government ministers, diplomats, economists, bankers, industrialists who come to the Philippines for business. MAP members are encouraged to inform the MAP Board if they have any distinguished visitor in the field of economics, business and industry who could speak before the MAP membership.

General Membership Meetings (GMMs)

MAP had ten GMMs in 2007 with the following speakers: (a) “Why Are we Always Lacking in National Unity?” with Mr. WASHINGTON Z. SYCIP, Founder of The SGV Group on Jan. 23; (b) Awards Night for “MAP Management Man of the Year 2006” for Mr. GEORGE S. K. TY, Chair, Metrobank Group and Mr. JAIME AUGUSTO ZOBEL DE AYALA II, Chair and CEO, Ayala Corporation on Feb. 6; (c) “Improving Trade Relations between Peru and the Philippines” with Dr. ALEJANDRO TOLEDO, Former President, Peru on Mar. 27; (d) “Importance of Surveys in Ensuring a Credible Election” with Dr. MAHAR MANGAHAS, President, Social Weather Station on Apr. 24; (e) “Eliminating Poverty through Microfinance” with Hon. CORAZON C. AQUINO, Head – Steering Committee, Pinoy ME, Honorary Chair, Children’s Hour on May 29; (f) “Inspiring other Foreign Firms to Invest in the Philippines” with Mr. MARTIN J. SULLIVAN, President and CEO, AIG on Jun. 21; (g) “Improving Trade Relations between Europe and Asia” with Hon. ALEKSANDER KWASNIEWSKI, Ex-President, Poland on Jul. 4; (h) “Strategic CSR: Managing the Competitive Context” with our main speaker PLDT Chairman, Manuel V. Pangilinan and panel presentation provided by Ambassador Cesar B. Bautista, Co-Chair of the National Competitive Council, and Mr. Edgar O. Chua, Chairman of the Shell Companies in the Philippines on July 16, (i) “Best Practices in Local Governance: Model Executives in Action” by Hon. EDDIE T. PANLILIO (Represented by Mr. VINCE DIZON), Governor of Pampanga, on Aug. 28; and (j) Annual MAP General Membership Meeting for 2007 and Presentation of “MAP Management Man of the Year 2007” for Approval of the MAP Membership with Mr. NICHOLAS M. DONOFRIO, EVP for Innovation and Technology of IBM Corporation (USA), on November 27.

MAP also had five special Joint GMMs on : (a) “The Role of Business in Credible Elections” with Atty. CHRISTIAN S. MONSOD, Former Commissioner, Commission on Elections (COMELEC) on Mar. 8; (b) Joint FINEX-MAP-MBC General Membership Meeting

Economic Briefings

MAP had two economic briefings in 2007. The First Briefing on February 28 had Prof. CIELITO HABITO, Professor - Department of Economics, Ateneo de Manila University and Gov. AMANDO M. TETANGCO, JR., Governor, Bangko Sentral ng Pilipinas, as speakers. The Second Briefing on September 25 had Prof. SOLITA C. MONSOD, Professor of UP School of Economics, and Mr. JOSE ARNULFO A. VELOSO, Treasurer and Head of Global Markets, Philippines, of HSBC.

Program for Members’ Spouses

In May, MAP started a Program for MAP members’ spouses. The Board felt that involving spouses will inspire MAP members to be more actively involved in MAP activities. High -caliber entertainers like violinist Jay Cayuca and pianist Raul Sunico were featured in the events offered to spouses.

Industry Briefings

The MAP Trade and Industry/SMEs Committee sponsored the MAP “Electronics Industry Briefing” hosted by the Integrated Microelectronics, Inc. (IMI) at the IMI plant in Laguna Technopark in Biñan, Laguna. Mr. ARTHUR TAN, President and CEO of IMI, presented on the real picture of the electronics industry in the Philippines. The briefing was part of the Committee’s series of industry briefings and plant visits to showcase how various industries have survived or are managing to survive in challenging times and how they are managing to remain competitive.

Leadership Survey

MAP has partnered again with Development Dimensions International (DDI) for the Global Leadership Forecast 2007-2008, a global benchmarking study to help executives better understand the leadership trends and

practices driving today's top performing organizations. The Global Leadership Forecast helps determine how organizations are executing their succession management strategies and how to build a healthy leadership pipeline at all levels; what organizations are doing to develop high potential talent; the differences between leading locally and globally and what it takes to be an effective multinational leader; and what organizations are doing to prepare the next generation of leaders and how well (or not!) their strategies are being implemented.

MAP Agenda@ANC



MAP has undertaken an invaluable partnership with ANC (ABS-CBN News Channel).

In order to have an effective platform for MAP members to share their expertise with both the business community and the general public as well as to achieve our objective of raising the Association's profile, MAP recently signed an exciting agreement with ANC.

In November, ANC started a series called MAP Agenda, wherein MAP members are interviewed about various business topics. MAP Agenda airs on Mornings@ANC (weekdays, 8:30 AM - 11:00 AM) and Business Nightly (weekdays, 9:00 PM - 10:00 PM).

Through the MAP Agenda, ANC invites MAP members for interviews on topics ranging from current national and global issues that affect the business landscape, to emerging trends that shape the future, to investment strategies, to personal or corporate advocacies, and even to lifestyle choices and preferences.

The interview covers MAP members' management style, the current status and future plans of their companies, as well as their lifestyle as a world-traveler and a global CEO.

The principal champion of this initiative for MAP is PR Committee Chair Tony Samson who served to successfully put all aspects of the project together with his distinguished counterparts at ANC.

International Networking

MAP Governor Felino Palafox represented MAP in the 34th National Management Convention and the Council Meeting of the Asian Association of Management Organizations (AAMO) in September in Kolkata, India.

MAP continues enhancing its cooperation with the AAMO to expand source of speakers for MAP events and provide international networking opportunities for MAP members.

MAP President Albert del Rosario met with Mr. Robert Gulick, AMA Executive Vice President for Global Operations, on the proposed reactivation of a close relationship between AMA and MAP, during his trip to New York in November.

Serving on the MAP Board

MAP successfully elected the MAP Governors who will serve the Association for 2008-2009.

The following were elected as officers for 2008:

Mr. EDGAR "Ed" O. CHUA - President
Mr. JOEY A. BERMUDEZ - Vice President
Mr. BALTAZAR "Bal" N. ENDRIGA - Treasurer
Ms. PACITA "Chit" U. JUAN - Assistant Treasurer
Mr. JAIME "Jimmy" LADAO - Secretary
Mr. RAFAEL Raffy" M. ALUNAN III - Governor
Amb. ALBERT F. DEL ROSARIO - Governor
Ms. VICTORIA "Vicky" P. GARCHITORENA - Governor
Mr. CESAR V. PURISIMA - Governor

MAP Chapters

MAP has created a MAP Committee for the Visayas as a first step in organizing a MAP Chapter in Cebu to provide wider networking opportunities for MAP members.

Arts and Culture

The very enthusiastic response to and high acclaim received by MAP's Gala Christmas Concert Adeste Fideles 2006 at the Santuario de San Antonio Church in Forbes Park has encouraged MAP to present Adeste Fideles 2007.

Adeste Fideles 2007, which was held at the Plenary Hall of the Philippine International Convention Center (PICC), was a benefit-concert presented by the Management Association of the Philippines (MAP) with Credit Suisse as Co-Presentor, once again. This Concert was attended by top corporate executives, professionals, diplomats and members of business community and civil society.

The Concert benefited MAP's chosen beneficiaries, the PinoyME (Filipino MicroEnterprise) and MAP-AIM Teachers Training Program.

The gala Concert showcased well-loved traditional Christmas carols and featured 9 classically trained musical artists who are among the country's best. They included tenors NOLYN CABAUG, Vienna-based ABDUL CANDAO, RANDY GILONGO plus GEORGE YANG and SHERWIN SOZON; sopranos RACHELLE GERODIAS, KARLA GUTIERREZ, JENNIFER UY and Canadian-trained ELAINE LEE; and plus ASEAN IKON winner VINA MORALES; award winning choirs- PHILIPPINE MADRIGAL SINGERS and CHIANG KAI SHEK COLLEGE Youth Choir and the renowned JOSEFINO CHINO TOLEDO conducting the METRO MANILA COMMUNITY ORCHESTRA (MMCO).

The Concert had ANC, BusinessWorld and PLDT as Platinum Sponsors; Regnum Christi and Megaworld Corporation as Diamond Sponsors; Philippine Daily Inquirer as Gold Sponsor; Ayala Corporation, D. M. Consunji, Inc., Landco Pacific Corporation, Metrobank, Philippine Airlines, Philippine STAR and Radio Partners as Silver Sponsors; CATS Motors Philippines, CGKformaprint, Chinatrust, Federal Phoenix Assurance Company, Inc., First Philippine Holdings, Goldilocks, IRemit, , Social Security System and Stradcom Corporation as Bronze Sponsors.

Golf Cup

In partnership with BUSINESSWORLD, MAP held the CEO Golf Cup on August 31 at the Wack-Wack Golf and Country Club.

The Golf Cup is one of MAP's vehicles to foster camaraderie among MAP members and other top management executives.

Mr. Antonio Sibayan, President and CEO of Mega Matrix Security, was the Overall Champion while Boeing Material Handling Corp. General Manager Arnold Jumalon won the Lowest Gross Score.

The Joint CEO Golf Cup was sponsored by SMART, Philippine Airlines, PLDT, Amkor Technology Philippines, NEC Philippines, Prudential Life Plans, Macroasia Corporation, Ortigas and Company, United Laboratories, LJ Industrial Fabrication, IP-Converge Data Center, Philgear International, The Astra Group,

Gardenia Bakeries, Security Bank, Discovery Suites, American Express, Unilever Philippines, The Leather Collection and KUOK Group.

Fellowship

To maintain closer relations among MAP members and other practitioners of management in business and industry, the Membership Committee organizes fellowship events like the Wine-Tasting Fellowship last May 3rd and the Fellowship Dinner last August 8th.

MAP wants its members not only to network with one another but also to have fun together.

Portal

MAP continues redesigning its Portal (www.map.com.ph) to be more useful to MAP members.

Christmas Party

The Annual MAP Christmas Party was held on 6 December 2007 at the Manila Polo Club. Interesting prizes were raffled off. Selected MAP members, headed by Ms. Grace Tiongco, presented a special dance number. Everybody enjoyed dancing to the music of the 60s, 70s and 80s played by the famous band “Behind Closed Doors”.

There was also a “MAP Idol of the Year” singing contest and the winners who received cash prizes were: First Prize - Ms. VICKY AGORILLA, Country Manager of Lenovo (Singapore) Pte. Ltd. Philippine Representative Office, Second Prize - Mr. BERNARD FRANCOIS FLOUR, Managing Director of Le Cellier Quality Store Corporation, and Third Prize - Mr. GLICERIO V. SICAT, President of Inter-Pacific Capital Philippines Corporation.

Finance Section

Notwithstanding an increase in the scope and extent of MAP initiatives and activities, which was fully supported by increased revenues from Adeste Fideles, the CEO Conference, and the campaign for new members, the financial resources of MAP remained healthy. MAP’s total assets still stood at over P20 million at the end of December 2007, inclusive of about P7 million in bank balances.