Image: Constraint of the PhilippineThe MAAP MEMORELECTRONIC WEEKLY NEWSLETTER OF THE MANAGEMENT ASSOCIATION OF THE PHILIPPINESVolume 8 Issue No. 08map.org.phFebruary 22, 2022MAAPping the Future" Column in INQUIRER

"Waste-to-Energy"

February 21, 2022

Arch. FELINO "Jun" A. PALAFOX JR.

Pasig River is now "the most polluting river" in the world, replacing the Yangtze River according to new research published in Science Advances. Sadly, the Philippines is also the third-largest contributor of plastic waste in Asia, with approximately 0.75 million metric tons of plastic trash entering the ocean each year. Most especially during this pandemic, we have more trash because of face masks, PPEs, medical gloves, plastic plates and utensils, and plastic packaging for deliveries, among others. Depending on the material, it will take up to 600 years for plastic to decompose, whereas in Singapore, through waste-to-energy (WTE) technology, they can convert tons of garbage into energy and other by-products within 24 hours. As our population increases, so will the severity of our garbage woes unless we implement radical changes in our solid waste management laws and programs.

As of 2020, the Philippines derives more than 50% of its power generation from coal, more than 96% of our coal supply for our power plants is imported from Indonesia. I recently learned about this from a webinar hosted by the Philippine Chamber of Commerce and Industry. As a result, energy officials are urged to come up with contingency plans and to look into diversifying our energy supply as a long-term solution.

According to the Center for Climate and Energy Solutions, "carbon dioxide (CO2) from coal use is responsible for about 40% of global greenhouse gas (GHG) emissions from fossil fuel use." Aside from being a major contributor to climate change, coal-fired power plants entail numerous health hazards and other environmental implications.

Elsewhere in the world, WTE solutions have long been used to other cities' advantage. Waste burning or incineration, a popular and cheaper WTE solution in other parts of the world, is illegal under the Philippines' Clean Air Act because it emits harmful pollutants like dioxins and heavy metals. Critics of attempts to establish WTE projects here have also cited that we still have unclear directives on renewable energy projects and that local governments will only acquire financial losses.

However, instead of incineration, gasification is a better, more economical, and cleaner alternative according to scientists and environmentalists. Through gasification, garbage is turned into synthetic gas that can be further converted into higher-value energy products, like electricity, hydrogen fuel, diesel fuel, ethanol, and even construction materials and fertilizers. The technology has a high-revenue potential — profit from the garbage the WTE plant is paid to take and revenue from the high-value recycled products it can generate. The gasification process also reduces our need for landfills and the use of fossil fuels and lowers methane emissions.

Transitioning to WTE solutions will be favorable for us as these can help alleviate our waste management and energy problems. According to a report from the World Bank, it is expected that by 2025, cities in our country will produce 77,776 tons of trash per day, which is equivalent to a 165% increase!

In Singapore, The Nanyang Technological University designed and built Tuas South, a WTE research facility that is able to convert 11.5 tons of garbage from the campus daily into electricity and other by-products. Tuas South is proof of Singapore's commitment toward a more sustainable and cleaner environment. With the support of the National Research Foundation, the National Environment Agency, and the Economic Development Board, the S\$40-million facility was launched in May 2020.

The facility features a gasification plant that can heat up to 1,600 degrees Celsius and converts trash into syngas, which is mostly hydrogen and carbon dioxide, that is utilized to produce electricity. The high temperature also turns the trash into various by-products, like metal alloys and slag, which can eventually be used as materials for construction. As a research facility, Tuas South has become a venue for scientists and companies to test innovations and technologies in a working environment. Tuas South is proof of Singapore's commitment toward a more sustainable and cleaner environment.

CopenHill in Denmark is one of northern Europe's largest WTE plants, and its designers claim it to be the world's cleanest WTE plant. According to its designers at Bjarke Ingels Group, CopenHill is "a crystal clear example of hedonistic sustainability — that a sustainable city is not only better for the environment — it is also more enjoyable for the lives of its citizens." This facility is renowned worldwide because not only does it serve as a WTE plant, it is also an architectural landmark that houses Denmark's first ski slope that is open all throughout the year and a sports and recreation and environmental education center. Located near the waterfront, the power plant can convert 44,000 tons of waste from more than 600,000 inhabitants and more than 45,000 companies into electricity and heat for 150,000 homes. The plant can utilize "100% energy content of the waste," so it can achieve 107% energy efficiency. In addition, through this facility, the city is able to reuse 90% of its metal waste and

reuse 100,000 tons of bottom ash for road construction materials. It was built to help Copenhagen reach its goal to be the first carbon-neutral city in the world by 2025.

Many guidelines have already been established to promote environment-friendly and safe gasification processes and infrastructure. Let us hope that other cities and industry leaders in our country will take the bold step of investing in and adapting this eco-friendly waste management technology that we are in dire need of.

Sources:

https://www.c2es.org/document/addressing-emissions-from-coal-use-in-powergeneration/ https://businessmirror.com.ph/2022/01/06/doe-told-to-stock-up-on-coal-supplyamid-looming-indonesia-export-ban/

(This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP. The author is Chair of the MAP Urban Development Committee. He is the Founder, President and Principal Architect - Urban Planner of Palafox and Associates. Feedback at <map@map.org.ph> and <jun_palafox@palafoxassociates.com>.)



"MAP Insights" Column in BUSINESSWORLD

"JOIN A BOARD: THE B-SUITE is for girls and youth, too"

February 22, 2022

Ms. CHIT U. JUAN

Many managers think of the C-Suite as the ultimate goal before finally ending a corporate career. "I want to be a CIO or a CMO," may be running in an executive's mind before he or she finally says goodbye to the executive office and prepares for the next career - which is farming or "apostolate" for others (taking care of grandchildren).

But very few think of the B-Suite and very few even think they are qualified to eye a seat at the Board. Especially women. They disregard even looking at the Board seats, especially of Publicly Listed Corporations (PLCs), because we often find the same 70-80 years old in the boards of most PLCs. Not many think of serving a board, using their many years as managers to effectively run companies, whether for profit or a non-profit.

This is why we formed yet another group of women called NextGen Organization of Women Corporate Directors (NOWCD). We realized many career women drop out of the whole corporate scene upon retirement. These career women become invisible to those who seek their invaluable experience to be able to mentor others and consult with companies. Instead, they finally trade their office gear, pumps and all, for farming boots or a rocking chair (Oh my gosh!).

After having asked 25 plus women in various sectors to join the initial list, we are off to finding a pipeline of career women who can definitely help steer public and private companies as members of the elusive B suite, or Board of Directors. It is the next career for those who do not like the daily grind anymore but can definitely contribute to worthy projects, new companies, start-ups and even be chosen for a PLC looking for their specialty.

When do you start preparing for the B Suite? It starts today if you are a corporate executive looking at your own path after a long stint with this or that company. It is a next career for those who also want more time at home but still want to juggle their memory, practice their time-earned management skills, read management reports and contribute to nation-building.

What must career women and men do for this stage in their careers?

- 1. Enroll in a Professional Directors Program. I took mine back in 2006 at Institute of Corporate Directors (www.icd.ph) upon the suggestion of a friend who thought I could find it useful.
- 2. Consider joining a non-profit first if you still are not ready for the big league. I was fortunately invited to join a huge non-profit where my ideas were found to be innovative, shocking to some, but generally a different view for an NGO.
- 3. Read about PLCs, REITS, and the Corporation Code. We need to be abreast of the new laws, especially those that involve the sector we belong to.
- 4. Volunteer for small groups or corporations to hone you in parliamentary rules of conduct and how to behave at Board meetings. I have been serving in a non-profit NGO that has a member which is a Local Government Unit (LGU), a church group and NGO officers.
- 5. Family corporations are the best training ground. My father made me sit at our Board meetings when I was just 18, and he conducted meetings professionally. I really felt like a grown-up having sat through long meetings and looked forward to the prize - a per diem - that my same-age friends still could not understand.
- 6. Independent Directorships. Accept an invite to be one, even in a private company. I remember my brother asking two professionals to join our Board so we could hear independent opinions from non-family members. Soon after my ICD course, I was invited to join a private company, a stakeholder relations firm. The company had 4-6 independent directors to add to the three owner-directors. That probably spelled their continued success in their field.
- 7. LinkedIn. Check your LinkedIn profile. Are people aware about your past experience and your present roles? Make sure your profile is updated. The search companies and other talent hounds always refer to LinkedIn.

8. Expand your network. Have you joined an organization or been invited to the likes of Filipina CEO Circle, MAP, MBC, FINEX? The top professionals belong to one or a few of these organizations.

And the best advice is to be real. There is nothing like being the best version of yourself and news travels fast. If you are known in a certain field, you become top-of-mind for many who refer others as people expand their search for talent.

So, if you are already in the C-Suite, do prepare for the next level and that is the Board room level. This is where you need not be hired as a professional manager but be hired for a totality of skills and years of experience, hopefully in various and diverse roles.

And we call upon the ladies and the younger managers, there is a post for you at the B-Suite. It could be because they need Diversity in their boards with respect to age, gender and area of interest or specialization. Diversity is the key to sustainability. Think ESG - Environment, Sustainability and Governance.

Start your journey for the B-suite now.

(This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP. The author is Member of the MAP Diversity and Inclusion Committee, President of NOWCD, Chair of the Philippine Coffee Board, Councilor of Slow Food (www.slowfood.com) for Southeast Asia and is an advocate for organic agriculture. Feedback at <map@map.org.ph> and <pujuan29@gmail.com>.

FORTHCOMING EVENTS





AIM CHED GLOBAL ACADEMIC LEADERSHIP PROGRAM (CHED GALP) LIFELONG LEARNING

A Webinar on Nurturing Appropriate Values for Students in Various Learning Environments



PEAKER Dr. Adonis P. David Director of Educational Policy Research and Development Center Officer-in-Charge, Office of the Vice President for Research, Planning and Quality Assurance, Philippine Normal University

REACTOR **Dr. Catherine Roween** C. Almaden President of Northern Bukidnon State College (NBSC)



SPEAKER Dr. Maria Lourdes Quisumbing-Baybay President of the UNESCO - Asia Pacific Network for International Education and Values Education

(APNIEVE)

REACTOR Dr. Joel P. Limson President of Negros Oriental State University (NORSU)



FAKER Dr. Nina L. Yuson

National President of the Girl Scouts of the Philippines and Chair/Founder of Museo Pambata

REACTOR Dr. Teresita T. Militar President of Pambansang Samahan Para sa Edukasyon sa Pagpapahalaga (PSEP)



February 23, 2022 | 1:00 PM - 3:00 PM Join Zoom Meeting: https://bit.ly/3r9Tcnk Meeting ID: 248 980 2486 Passcode: 856278



For sponsorships and other inquiries, call +63 917-892-0779 (Rochelle Serafin) or email at rochelle.serafin@manilatimes.net/businesstorum@manilatimes.net





FILIPINO Exploring Positive Changes CULTURE(S) Toward a New Normal



NANETTE G. DUNGO Professor of Sociology

University of Asia and the Pacific

Interrogating Philippine Culture and its Vulnerabilities

MICHAEL L. TAN Professor Emeritus of Anthropology

University of the Philippines Diliman

Recalibrating Filipino Cultures in COVID Times



QUINTIN JOSE PASTRANA

President, WEnergy Power Pilipinas Fellow, Philippine Council for Foreign Relations

Moderator

March 3, 2022 Thursday 10:00 AM – 12:00 NN

Zoom Meeting ID: 940 8725 8252 Passcode: PCFR_MAP AS CLIMATES CHANGE, PANDEMICS ARRIVE, INEQUALITIES RISE AND MOBILITY/MIGRATION FURTHER INTENSIFIES...

THE FUTURE OF LEADERSHIP IS ARTFULLY MANAGING ACROSS CULTURES

COMPLIMENTARY THOUGHT LEADERSHIP WEBINAR FOR LEADERS





to answer the question: "Is India the Next China?"

Mr. KYLE HEGARTY Author of The Accidental Business Nomad Professor PHILIP C. ZERILLO, PhD Thammasat University

Renowned Author, Entrepreneur, Corporate Director



Welcome Remarks ALFREDO E. PASCUAL • President, Management Association of the Philippines (MAP)

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KEYNOTE SPEAKER DINDO MANHIT Policy and Strategy Advisor



FR. ANTON PASCUAL Executive Director, Caritas Manila President, Radio Veritas



BO SANCHEZ Author, Entrepreneur, Catholic Lay Preacher & Minister



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HOST & MODERATOR **SALVE DUPLITO** TV Anchor, Writer, and **Financial Literacy Advocate**

Professional Basketball Player

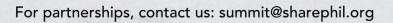
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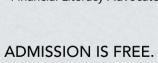
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GANG BADOY CAPATI

Mental Health Clinician Founder, RockEd Philippines

KIEFER RAVENA



MAP Arts and Culture Lecture

PUSH FOR CHAI

TOWARDS A BETTER FUTURE FOR ALL

APPRECIATING THE TASTE AND BOUQUET OF WINE: Beyond Sipping, Swishing, and Drinking

March 9, 2022, Wednesday, 5:00 PM to 6:30 PM via ZOOM

There is more to wine than just sipping, swishing, and swallowing. Join this session to find out that there is more to it!



Speaker: Mr. JAY LABRADOR President, International Wine and Food Society (Philippines)

Moderator:



Mr. EDUARDO "Eddie" H. YAP Chair, MAP Arts and Culture Committee President and CEO, Clairmont Group

A Project of the MAP Arts & Culture Committee

Meeting ID : 825 5828 9812 Passcode : MAPAC0309 This Lecture is FREE for MAP Members and Guests.

MAP Circular No. 010 - 2022



DAY I DATE I TIME

Thursday I March 10, 2022 I 6:00 - 7:00 PM





ABOUT THE PANELISTS

Marguerite Soeteman-Reijnen | Chairman/Executive Board at AON Holdings & AON Group Intl. BV



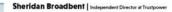
Marguerite is the Chairman of the Executive Board of Aon Holdings (part of Aon Pic; NYSE AON) and other Holdings entities in the Netherlands and Global Chief Marketing Officer of Aon Inpoint.

Marguertle is an expert on diversity and inclusion and is Chair of the Advisory Board of SER Topyrouwen (the Dutch nationwide diversity C-suite female empowerment initiative). She also represents the Kingdom of the Netherlands and its private sector in the G20 EMPOWER Alliance.

Marjorie Lao | Non-executive Director at Logitech

Marjorie is a non-executive member of Logitech's board of directors since September 2018 and serves on Logitech's Audit Committee.

She is the former chief financial officer of the LEGO Group, a company whose main activity is the development, production, marketing and sales of play materials based on the LEGO Orick. Prior to joining the LEGO Group, she was the vice president, projects of Seadrill during 2013. She served as the chief financial officer and senior vice president, finance of Tandberg ASA, an electronics and videoconferencing systems manufacturer and distributor. When Tandberg was acquired by Cisco Systems, Inc., she joined the company as the senior director, finance and senior director, strategy and business analytics from 2010 to 2012. She serves on the board of directors for Modern Times Group MTG AB.





Sheridan is a business consultant and independent director with a career in senior executive roles in infrastructure, technology and energy in New Zealand, Australia and the South Pacific. She has been a director of Kordia since 2014, is presently Deputy Chair of the New Zealand Business Leaders' Health and Safety Forum and an independent director of safety technology provider Cloudsource (SaferMe).

Nina Aguas | Non-executive Director at Pilipinas Shell Petroleum Corp | Independent Director at Monde Nissin | Executive Chairperson at Insular Life Assurance Co.



Nina is a Philippine has been at the head of 8 different companies and currently occupies the position of Executive Chairman at The Insular Ide Assurance Co. Ltd, Chairman at Insular Investment & Trust Corp. and Chairman at Insular Health Care, Inc. (both are subsidiaries of The Insular Life Assurance Co. Ldi, Chairman & President of Insular Life Property Hobings, Inc., Chairman at Home Credit Mutual Building & Loan Association, Inc. and Chairman & Chuie Executive Officer of Insular Life Management & Development Corp.

MODERATOR

Marianne "Maan" B. Hontiveros | Managing Director, CEO Advisors, Inc.



Maan established Philippines AirAsia, Inc. as an investor and its Founding President and CEO in March 2011. Three years later, she served as Chair until September 2019. She provided the foundation for what AirAsia Philippines to today, from securing permits and certificates to operate, to growing an initial team of two hundred Filipno AllStars to more than two thousand. As of September 2019, the Philippines AirAsia fleet had grown from two Airbus A320s to twenty four anicraft operating on more than two hundred weekly domestic and international flights from its hubs in Manila, Clark and Kalibo. Currently she is Managing Director of CEO Advisors, Inc., a consultancy and advisory company.

MAP Talks on Youtube

https://www.youtube.com/user/TheMAPph

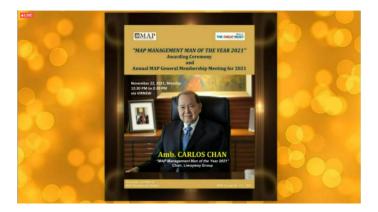
https://web.facebook.com/map.org.ph

Video Recording of January 13, 2022 MAP Inaugural Meeting and Induction of MAP 2022 Board of Governors



https://www.youtube.com/watch?v=gzfimOPOZ0k

Video Recording of November 22, 2021 "MAP Management Man of the Year 2021" Awarding Ceremony and MAP Annual General Membership Meeting



https://www.facebook.com/map.org.ph/videos/326360865554281

https://www.youtube.com/watch?v=wlwo8hGMTpo

Video Recording of 2nd MAP NextGen Conference



https://www.youtube.com/watch?v=zMd6j1EqXgA

Video Recordings of MAP GMMs

- 1. February 10, 2022 MAP Economic Briefing and General Membership Meeting with the Socioeconomic Planning Secretary and the Director-General of the National Economic and Development Authority (NEDA) KARL KENDRICK CHUA, Brain Trust, Inc. Chair and Ateneo de Manila University Professor CIELITO F. HABITO, and World Bank in the Philippines Senior Economist, Dr. RONG QIAN
- 2. October 25, 2021 MAP Special General Membership Meeting on "Ensuring Clean, Honest, Accurate, Meaningful and Peaceful Elections" with COMELEC Commissioner MA. ROWENA AMELIA V. GUANZON and Parish Pastoral Council for Responsible Voting (PPCRV) Chair MYLA C. VILLANUEVA as speakers and Mr. AUGUSTO "Gus" C. LAGMAN, National Chair of National Citizens' Movement for Free Elections (NAMFREL), Atty. CHRISTIAN "Chris" S. MONSOD, Chair of Eleksyon 2022 Koalisyon, and Dr. RONALD "Ron" U. MENDOZA, Dean of Ateneo de Manila University - School of Government (ASOG)
- 3. October 12, 2021 MAP General Membership Meeting on "Addressing the Learning (Education) Crisis" with Secretary LEONOR M. BRIONES of the Department of Education (DepEd), Ms. RINA LOPEZ BAUTISTA, Co-Founder and President of Knowledge Channel Foundation, and Mr. RAMON R. DEL ROSARIO, JR., Chair of Philippine Business for Education (PBEd)
- 4. September 7, 2021 MAP-PMAP Annual Joint General Membership Meeting (GMM) on *"Leap-frogging Digital Talent Development"* with Ms. JO ANN ROSARY ASETRE, APAC Customer Success Manager of Lee Hecht Harrison, Usec. EMMANUEL REY R. CAINTIC, Undersecretary for Digital Philippines of the Department of Information and Communications Technology (DICT), Sec. FORTUNATO T. DE LA PEÑA of the Department of Science and Technology (DOST), Mr. REX WALLEN TAN, General Manager of Hopkins International Partners, Inc., and EurIng. HENRY K. H. WANG, International Advisor and Author, President of Gate International and Member of G20/B20 Global Taskforce, as speakers

- 5. August 25, 2021 MAP Special GMM on "ADDRESSING THE COUNTRY'S HUNGER PROBLEM" with Cabinet Secretary KARLO A.B. NOGRALES, Philippine Business for Social Progress (PBSP) President REYNALDO ANTONIO D. LAGUDA, and Ms. MARGOT TORRES, Private Sector Lead of *Pilipinas Kontra Gutom*! As speakers; and *Tanging Yaman* Foundation Chair, Fr. MANUEL V. FRANCISCO, S.J.!, Brain Trust, Inc. Chair, Dr. CIELITO F. HABITO, and Maginhawa Community Pantry Founder ANA PATRICIA NON as Reactors
- 6. August 18, 2021 MAP Arts & Culture Lecture and Virtual Tour of "HERITAGE AND ANCESTRAL HOMES" featuring Ms. JOVY ACUZAR, Corporate Marketing Director of Las Casas Filipinas de Acuzar, and Mr. DEXTER MANANSALA, Arts & Culture Director of Las Casas Filipinas de Acuzar
- 7. August 10, 2021 MAP General Membership Meeting on "ENSURING THE COUNTRY'S ENERGY SECURITY" with Sen. SHERWIN T. GATCHALIAN, Chair of Senate Committee on Energy, as the main speaker and Atty. RAY C. ESPINOSA, President and CEO of MERALCO, Atty. JOSE M. LAYUG, JR., President of Developers of Renewable Energy for AdvanceMent, Inc. (DREAM), and Atty. ANNE E. MONTELIBANO, President of Philippine Independent Power Producers Association (PIPPA), as Reactors
- 8. July 13 2021 MAP General Membership Meeting on "Governance Champions: HOW INDEPENDENT DIRECTORS CREATE VALUE?" with Atty. ANGELICA *"Nenet"* LAVARES, Director of Metrobank and Prulife UK; Mr. ALFREDO *"Fred"* E. PASCUAL, Lead Independent Director of SM Investments Corporation, Ms. FLORENCIA *"Flor"* G. TARRIELA, Former Independent Director and Board Chairwoman of the Philippine National Bank (PNB) and the first and only Independent Director Chairwoman in the Commercial Banking Industry; and Mr. ROMAN ZYLA, Senior Corporate Governance Officer and currently the Regional Corporate Governance Lead for East Asia Pacific of the International Finance Corporation; as Panelists; and Mr. JONATHAN JUAN *"JJ"* DC. MORENO, Co-Vice Chair of the MAP Corporate Governance Committee and Chief Strategy and Governance Officer of Metro Retail Stores Group, Inc. (MRSGI), as Emcee/Moderator.
- 8. June 8, 2021 MAP General Membership Meeting on "ADDRESSING THE CLIMATE CRISIS" with Deputy Speaker LOREN LEGARDA, Representative of Lone District of Antique of House of Representatives, Mayor ANDRES "Andy" D. DANGEROS, Mayor of Municipality of Sablayan, Occidental Mindoro, and Mr. ILLAC ANGELO *"Illac"* A. DIAZ, Founder and Executive Director, Liter of Light and MyShelter Foundation

Video Recording of the September 14, 2021 MAP International CEO Conference



Article/Paper from MAP Members

"A vision of the Filipino farmer" from MAP Governor CIELITO *"Ciel"* F. HABITO's *"No Free Lunch"* Column in the PHILIPPINE DAILY INQUIRER on February 22, 2022

Over 30 years ago, while attending a conference in Malaysia, we participants were brought on a field trip to the outskirts of Kuala Lumpur to visit what we were told was a typical Malaysian farming community. Their crop was oil palm, and the community was part of a nucleus farming estate, where smallholder farmers were clustered together forming a large, centrally-managed plantation cum processing plant. When we asked a random farmer what problems he faced, his reply was totally unexpected. He complained that his car was over five years old and needed to be replaced!

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To our average farmer then and now, car ownership remains a distant dream. Today's Filipino farmer typically farms about a hectare of land, is about 60 years old, and earns far less from his farm than what's needed to support his family. The family thus earns more from off-farm work, maybe from someone driving a tricycle or habal-habal, or doing other informal work. Remittances may be coming in from a family member working elsewhere in the country or overseas. Not actively part of a farm organization or cooperative, he has never entered a bank, much less borrowed money from one, and is probably indebted to a trader to whom he is obliged to sell his harvest. He would typically do so at a price lower than what he could otherwise get if he had the freedom to sell his produce to someone else. But even if he did, he ends up selling to whichever trader comes along, as he finds transporting his produce to the nearest market or trading post too costly or too much trouble, especially given road conditions. Hardly has he seen a government extension worker, if at all, but gets occasional advice from fellow farmers, or from the guy who sells him farm inputs. With little technical guidance, infrastructure support, and working capital, his production costs much exceed those of his Thai or Vietnamese peers, whose products are blocked or restricted by our government to keep domestic prices high and keep him afloat.

Except for the average age that must have been much lower then, this was largely the same image of the Filipino farmer I encountered in the 1970s, when I spent time living among them while doing field research as a young agricultural economist. As we continue to grapple with the decades-old problem of how to uplift the lives of those who feed us, it's perhaps best to start by defining the vision of the Filipino farmer we'd like to see—hopefully in the not too distant future.

The typical Filipino farmer we would like to see is in his 40s, whose small farm forms part of a contiguous area efficiently managed as a commercial-scale enterprise that includes processing or value-adding to their products. Ideally, that enterprise would be owned by a professionally-managed cooperative of the farmers, who earn from the sale not only of their raw produce but of the higher-valued processed product. Alternatively, a large firm could own the processing enterprise that maintains mutually-beneficial contract growing arrangements with the numerous organized farmers in the area, providing them professional management, technical support, and needed farm inputs.

The organized farmers can readily obtain financing from a bank (whether a rural bank, the Land Bank, or a private commercial bank) or a financial technology entity employing digital technology to consolidate funds from a large number of small investors. The farmer can thus obtain working capital that permits access to the most productive inputs and technologies, including digital technologies that raise productivity at the farm and processing levels, and link him/her directly to buyers. He/she constantly hears from the municipal agricultural officer who is technically supervised by the provincial agricultural office, which in turn receives constant technical guidance from the Department of Agriculture's regional office. He/she feels no threat from imports, as his/her products can ably compete even in the export markets.

That farmer would be more aptly described as an agribusiness entrepreneur, who makes more than enough to support the family's needs. And yes, he/she would own a car.

cielito.habito@gmail.com

Happy Birthday to the following MAP Members who are celebrating their birthdays within February 1 to 28, 2022

February 1

- 1. Mr. WILSON LIM, President, Abenson, Inc.
- 2. Ms. CATHERINE *"Cathy"* L. YAP YANG, First Vice President and Group Head, Corporate Communications, PLDT and Smart

February 2

- 3. Mr. RAMON "Mon" B. ARNAIZ, Chair, Raco Group of Companies
- 4. Mr. JOSE PATRICIO "Pat" A. DUMLAO, President, First Metro Investment Corporation

February 3

- 5. Mr. ROMEO THADDEUS "Thad" LIAMZON, President, Artel Land Corporation
- 6. Mr. WILFREDO "Willy" G. REYES, Editor-in-Chief, BusinessWorld Publishing Corporation

February 4

7. Mr. JOSE *"Joe"* R. SIMEON, Chair, Consolidated Matrix, Inc.

February 5

8.

Ms. ESTER R. PUNONGBAYAN, President and CEO, E. Punongbayan Global Outsourcing, Inc.

February 6

- 9. Dr. MILAGROS "Mila" O. HOW, EVP, Universal Harvester, Inc.
- 10. Mr. DELFIN "Del" L. LAZARO, Board Member, Ayala Corporation
- 11. Atty. WILLIAM "Bill" S. PAMINTUAN, SVP and Chief Legal Counsel, MERALCO
- 12. Mr. BENEDICTO "Benedict" C. SISON, CEO and Country Head, Sun Life of Canada (Phils) Inc.
- 13. Mr. JOSE M. SORIANO

- 14. Atty. EUSEBIO "Ebot" V. TAN, Senior Partner, ACCRALAW
- 15. Mr. MARCO SERGIO VAZZOLER, General Manager, EDSA Shangri-La

February 7

- 16. Mr. CESAR V. CAMPOS, Chair Emeritus, Cenel Development Corporation
- 17. Dr. JOSE PAULO "Chichoy" E. CAMPOS, President, Emilio Aguinaldo College (EAC)
- 18. Atty. DANILO "Danicon" L. CONCEPCION, President, University of the Philippines (UP)
- 19. Mr. EDWIN R. G. REYES, EVP and Group Head, BDO Unibank, Inc.

February 8

- 20. Mr. JOVENCIO "Jovy" F. CINCO, President, Penta Capital Investment Corporation
- 21. Mr. DANILO SEBASTIAN "Dan" L. REYES, Country Manager, Genpact

February 9

- 22. Dr. CRISPINIANO "Cris" G. ACOSTA, President, FILMINERA Resources Corporation
- 23. Consul BERNARDO "Dong Dong" T. BENEDICTO III, Chair, Alpha One A1 Grand Industrial Sales Inc.
- 24. Ms. IMELDA *"Imee"* H. CENTENO, SVP Human Resources and Organization Development, UNILAB, Inc.
- 25. Atty. FRANCISCO "Francis" ED. LIM, Senior Legal Counsel, ACCRALAW
- 26. Ms. BERNADINE "Bern" T. SIY, President, Interworld Properties Corporation

February 10

- 27. Ms. KAREN V. BATUNGBACAL, Board Member, Virlanie Foundation Inc.
- 28. Prof. MATTHEW GEORGE "Matthew" O. ESCOBIDO, CEO, conceptblocks
- 29. Ms. MA. LOURDES "Marides" C. FERNANDO, President, Bright Future Realty, Inc.
- 30. Mr. BRIAN GREGORY "Brian" T. LIU, Director and CFO, Cirtek Holdings
- 31. Mr. SIMON "Mon" R. PATERNO, Founder and CEO, ZQR Corporation
- 32. Mr. STEPHEN JAMES "Steve" REILLY, COO, Resorts World Manila
- 33. Ms. MARIA NIMFA "Maria" RONSON, Co-Director, Pertlink Limited (Hong Kong)
- 34. Mr. RAJAN *"Raj"* UTTAMCHANDANI, Chair and CEO, Esquire Financing Inc.

February 11

- 35. Atty. PILAR NENUCA "Nuca" P. ALMIRA, President and CEO, Makati Medical Center
- 36. Ms. MA. LOURDES MARGARITA *"Dette"* D. ARUEGO, Managing Director, Assessment Analytics, Inc.
- 37. Dr. REYNALDO "Regie" T. CASAS, President for Solar Projects, ibvogt Philippines
- 38. Mr. RENATO "Rene" M. LIMJOCO, International Consultant
- 39. Mr. ERMILANDO "Ermil" D. NAPA, Chair and CEO, Manila Consulting and Management Co. Inc.
- 40. Mr. KIRK Q. RAMOS, President and CEO, Stealth Ventures Corporation

February 12

41. Mr. EDUARDO "Edu" M. OLBES, EVP, Security Bank Corporation

February 13

- 42. Mr. RIC GINDAP, Creative + Strategy Director, Design for Tomorrow
- 43. Ms. VALERIE "Riena" N. PAMA, President, Sun Life Asset Management Company, Inc.
- 44. Dr. LIZA JEANETTE "Liza" A. ROBLES, President, Manila Hearing Aid

February 14

- 45. Ms. CRISTINA AMOR *"Amor"* LIM MACLANG, Co-Founder and Chief Communications Officer, GeiserMaclang Marketing Communications, Inc.
- 46. Ms. ANGELINE XIWEN "Angeline" THAM, CEO and Founder, DBDOYC, INC.

February 15

- 47. Mr. J. LUIGI "Luigi" L. BAUTISTA, President and General Manager, NLEX Corporation
- 48. Mr. JOHN THOMAS *"Jomi"* GUEVARA DEVERAS, Senior EVP, Rizal Commercial Banking Corporation (RCBC)
- 49. Mr. DANILO "Bong" J. MOJICA II, CEO, Tailwind Digital Solutions Inc.

February 17

- 50. Atty. ROSARIO "Cherry" S. BERNALDO, Managing Partner, R. S. Bernaldo & Associates
- 51. Mr. J. ERNESTO "Ernie" C. VILLALUNA, Director, Philex Mining Corporation

February 18

- 52. Mr. ROBERTO "Bobby" S. CLAUDIO, Chair Emeritus, Quorum Holdings Corporation
- 53. Ms. SUSAN *"Sue"* L. DIMACALI

February 19

- 54. Dr. KAREN BELINA "Karen" F. DE LEON, President, Misamis University
- 55. Mr. NOEL C. OÑATE, Chair, La Funeraria Paz Group

February 20

- 56. Mr. DANILO "Donnies" T. ALAS, Chair and CEO, Alas Oplas & Co., CPAs
- 57. Mr. ELEUTERIO "Terry" D. CORONEL, Consultant, Filinvest Development Corporation
- 58. Atty. NILO T. DIVINA, Managing Partner, Divina Law
- 59. Mr. EDWARD K. LEE, Chair, Citiseconline.com, Inc.
- 60. Mr. BENJAMIN "Jay" R. LOPEZ, President and Director, INAEC Aviation Corporation

February 21

- 61. Ms. MARY ANG, CEO and General Manager, Heritage Multi-Office Products, Inc.
- 62. Ms. MARILOU "Malou" C. CRISTOBAL, Chair, Multinational Investment Bancorporation
- 63. Ms. MARIFE B. ZAMORA, Board Director, PLDT

February 22

- 64. Atty. DARREN M. DE JESUS, President and CEO, Cocogen Insurance, Inc.
- 65. Mr. GEORGE T. SIY, President, Face & Body Rejuvenation Center, Inc.
- 66. Mr. JORGE MIRANDA YULO, President and CEO, 1 Document Corporation

February 23

- 67. Mr. ROLANDO "Roland" R. AVANTE, Vice Chair, President and CEO, Philippine Business Bank
- 68. Mr. DANTE M. BRIONES, Chair and CEO, Sasonbi, Inc.
- 69. Ms. AGNES A. GERVACIO, CEO, MDI Novare
- 70. Mr. RAFAEL "Peng" R. PEREZ DE TAGLE JR., Board Director, Metro Rail Transit Corporation
- 71. Ms. LOURDES "Chingling" R. TANCO, Managing Director, Mida Trade Ventures International, Inc.

February 24

- 72. Mr. EDILBERTO "Bert" B. BRAVO, Chair and CEO, U-Bix Corporation
- 73. Dr. ROLANDO "Rolly" T. DY, Executive Director, University of Asia and the Pacific
- 74. Mr. REYNALDO ANTONIO *"Rey"* D. LAGUDA, President and CEO, Philippine Business for Social Progress, Inc. (PBSP)
- 75. Mr. LEE C. LONGA, EVP and CFO, Pru Life U.K.
- 76. Mr. ROLANDO *"Don"* J. PAULINO JR., Managing Director and Vice President (COG Philippines), Shell Philippines Exploration BV

February 25

77. Mr. EBB HINCHLIFFE, Executive Director, AMCHAM Philippines

February 26

- 78. Mr. PROTACIO *"Ding"* C. BANTAYAN JR., Advisor to the Board, ORIX METRO Leasing & Finance Corporation
- 79. Mr. RENATO "Renan" B. VELONZA, COO, Trends & Technologies, Inc.

February 27

80. Ms. ENUNINA "Nina" V. MANGIO, President, Mawell Chemical Corporation

February 28

- 81. Mr. JOSE "Jo or Jomag" P. MAGSAYSAY JR., CEO, Cinco Corporation (Potato Corner)
- 82. Mr. BENJAMIN "Ben" C. ZETA

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