



Sec. ROGELIO "Babes" L. SINGSON

"MAPping the Future" Column in *INQUIRER*
and
"MAP Insights" Column in *BUSINESSWORLD*

***"Critical and Strategic Priority
Policies for Economic Dynamism"***

July 18 and 19, 2022

First, allow me to thank Secretary Fred Pascual for accepting again to serve the country, this time as DTI Secretary. And thank you for your service to MAP. I know Secretary Fred that you will continue to serve our country well for "good men never tire of doing good".

Thank you as well to the members of the MAP 2022 Board of Governors for their vote of confidence.

As far as I am concerned, as the saying goes, I am "a collateral damage" after Secretary Fred accepted the DTI position. Anyway, allow me to briefly say a few things about myself, to many who do not know me. I never ran away from any challenges or meaningful assignments in my life. In fact, of all my previous assignments, the ones I enjoyed most were the non-traditional and challenging work.

For example, shortly after I graduated from UP Diliman many moons ago, as an Industrial Engineer, instead of working in a production factory, I accepted an assignment in an NGO, promoting rhythm family planning method to targeted provinces, to be responsible parents in producing babies. Come to think of it, it's still production.

Shortly after, I was tasked to set up the management and operating systems of then newly built Development Academy of the Philippines Training Center in Tagaytay, and eventually assuming full responsibility in

managing the training center as the first Resident Manager. The other assignments were similarly non-conventional. My getting actively involved in various capacities in the implementation of the Bases Conversion and Development Act of 1992, putting into full operations the conversion of the former US Military Baselands, that included Subic Bay, Clark, John Hay and Poro Point. I was also directly involved in the privatization of the Fort Bonifacio and Villamor Air Base into the country's premier business centers. In particular, the Bonifacio Global City which set new development standards for huge property development.

The only traditional but equally challenging assignment of late, was the full 6-year term as DPWH Secretary from 2010 to 2016. But even then, I had to completely overhaul the public's perception of DPWH, both inside the department, and outside, including the Congress. In fact, I would say, especially the members of both houses of Congress – to ensure that everyone understood our new thrust – that we adopted and will implement good governance principles, and transparent and competitive procurement, to reduce corruption and ensure the use of government's scarce resources for the right projects, right cost and right quality.

As the new MAP President for the next 6 months, I would like to seek the support of all MAP members, in their individual capacities, and as leaders of your companies and spheres of influence – to help make the voice of MAP, in what MAP boards under President Fred Pascual and previous President Gigi Montinola had prepared, a critical and strategic policy agenda for the administration of President Ferdinand Marcos Jr.

We all agreed that there has to be a strong collaboration and partnership between the public and the private sectors, to create a more just, inclusive and compassionate society. The public sector cannot be expected to do it alone, without a meaningful engagement of the private sector, particularly the captains of industry and business – to work together for the common good.

To help in this collaboration, the MAP will be undertaking, what an expert calls “advocacy communications plan” and a lot of lobbying and engagement. We hope to get the attention of the concerned officials and agencies in government, and the private sector as well, in these particular areas, with our advocacy plan.

So let me briefly mention these critical and strategic priority policies for economic dynamism, that the MAP Board has identified, with the help of many of the MAP Committee Chairmen and their members and subject experts:

1. Education: to address the country’s urgent education crisis particularly to strengthen basic education;
2. Health: to make quality healthcare accessible to every Filipino;
3. Agriculture and agribusiness: to achieve an agriculture and agribusiness sector marked by high productivity and international competitiveness, that ensures food security for all Filipinos;
4. Trade and industry: to ensure trade and industry policy environment, that fosters level competition, lowers cost of doing business, and encourages productivity-enhancing innovations, and to ensure Filipinos’ wide access to quality goods and services at lower and stable prices;
5. Infrastructure: to sustain the gains of the Build, Build, Build program of the past administrations, by prioritizing infrastructure of greatest strategic importance, and resume active public-private partnerships in infrastructure development;
6. Labor and employment: to institutionalize labor flexibility and welfare, through executive action and legislation for quick employment generation, and recognize that labor market and employment policies are a critical ingredient in the enabling environment for investments;
7. Fiscal and financial policies: to ensure that fiscal and financial policies must be supportive of business enterprises, specially

MSMEs, to promote wider job generation, particularly in the countryside;

8. Finally, justice: that justice and rule of law must be upheld, if business confidence is to be sustained, and the general population to live in an atmosphere of peace and security; particularly ensuring government transparency, zero tolerance for corruption, faith in government institutions, upholding civil liberties and freedom of the press.

MAP has released to the media the details and specifics of these eight priority and strategic areas, after undergoing its 6th revised version. We hope that all of us at MAP will be engaged in advocating all or any of the priority areas that we are comfortable with.

Aside from these areas, let me share what the MAP’s Human and Management Development Committee created with expert panelists, as they recently discussed Dr. Nick Poblador’s views from his book “A New Age of Capitalism in the Philippines”, and MAP’s strong support for micro and small enterprises (MSEs). The consensus was, again, the need for collaboration and partnership between government and private sector, to ensure inclusive and diverse growth of our economy.

The discussion was in line with the MAP 2022 theme of “PUSH FOR CHANGE: Towards a Better Future for All”, particularly on the main thrust of shared prosperity and sustainability. The expert panelists, agreed that MAP should push its members, in supporting MSEs in lifting the bottom 40%, to reduce the gap between the rich and the poor. In particular, we will advocate and practice as an organization the following policies:

1. Propose to DTI Secretary Fred Pascual and other concerned government agencies, both national and local levels, to substantially deregulate micro and small enterprises; let them grow as fast as they can, instead of harassing them, to contribute to the economy and employment generation; there is no need to spend scarce government resources trying to regulate them;
2. For big business & government institutions to support micro and small enterprises in their procurement of supplies and materials, and ensure timely payment to the micro and small enterprises within 30 days or shorter, but not pay them in 90 or 120 days to help them from predatory lenders;
3. Promote micro and small enterprises, and make room for them in government purchases and supply requirements both at the national and local levels;

4. Freeze all field tax audits of micro and small enterprises, unless an apparent crime is being committed to avoid huge friction cost and source of harassment.

In closing, there is agreement that the captains of industry and business leaders cannot continue on using the traditional shareholders interest and financial bottom line, as measure of their success but how the enterprise contributes for the wider stakeholders, to the general public and its contribution to nation building. In particular, measuring their contribution to the economy, to social justice, addressing the bottom 40% poor, good governance, and the protection of the environment and mother Earth.

Finally, as your MAP President, with your engagement and cooperation, I would like to offer myself as the MAP's principal lobbyist, to push our priority and strategic policies for a more just and compassionate society, for shared prosperity and for the common good.

(This was lifted from the Inaugural Address delivered recently by the author as President of the Management Association of the Philippines (MAP) from July 1 to December 31, 2022. He is President and CEO of Metro Pacific Water. He previously served as Secretary of the Department of Public Works and Highways (DPWH). Feedback at <map@map.org.ph> and <Rogelio.Singson@metropacwater.com>).

PHILIPPINE DAILY INQUIRER BOARD TALK

Business Features Editor
Doris Domingo-Alabado

How to create magical breakthroughs to skyrocket your business

I was having lunch with the CEO of one of Europe's largest software companies, a multi-billion-dollar company. He told me an incredible success story. "Guess what," he said. "We were a lot behind in the launch of a new software product because we had a problem we just could not solve. And then an intern had an idea of how we could solve it. And he went ahead and did it. He programmed the whole solution for us."



PROFIT PUSH
TOM OLIVER

"Nobody had asked him to. He was not even a regular employee of our company, just an intern. But his innovation allowed us to launch many months earlier and save millions of dollars. At our annual employee gathering, I handed him a cheque of 25,000 euros."

The business of your dreams
Imagine what your business would be capable of if your people were to act like that intern? How many challenges would "solve themselves" almost overnight because your best people would constantly think a few steps ahead? Where the people at the top would not have to mandate change, but the employees themselves would carry out whatever changes necessary for the greatest good of the company? Where the leaders at the helm would lead with vision, and the employees would carry that vision out seamlessly, without effort?

Let's think about what happened in that software company for a minute. Someone who is an intern and not even a regular employee of that company is someone who has a very limited assignment. His role and responsibilities are small.

He went beyond that role, put in extra hours and solved a challenge because he saw it was beneficial for the business. There was no financial gain in sight. He

did it because he felt compelled to solve a problem that would benefit the greatest good of the company. He did not even know if he would still work there in a few months.

How can you create a culture like that?

A compelling vision
First of all, your vision needs to be so compelling that it draws top people to you like a magnet. Like moths to a flame. We all know companies like that. There is a reason why Google (now Alphabet) ranked at the top spot of the companies where the best and the brightest would like to work, even years before it became one of the world's most valuable companies.

When I visited Google for the first time in 2010, the energy was electrifying. The dedication of the people was exemplary of the dedication the first 100 Google employees had when the company was still in its infancy. And when I called for project meetings at Google headquarters to support the charitable arm of my group, the World Peace Foundation, I had never before seen top teams come together so fast and so efficiently to rally behind an idea. It is the Google spirit.

Cause vs cash burn rate
A good friend of mine was



ILLUSTRATION BY RUTH MACAPARAL

among the 100 first Google employees. The stories he has told me about that time were legendary. Google founders Larry Page and Sergey Brin were still calculating their "cash burn rate" at that time, the rate at which Google was using up its cash reserves from their venture capital. Nothing was certain. Nothing indicated the behemoth future this company would have and its potential to rise to the summit of the top 5 most valuable companies in the world. But all 100 first employees were burning with a passion that still burns at the Google HQ today.

And it comes from the vision and mission of the company. They have to be relevant for our times, and more importantly, our future. Google is a good example because many odds were stacked against its success.

Google's mission, namely to organize the world's information and make it universally accessible and useful, is relevant and

of the underperforming ones: a compelling vision and mission.

The power to act
But a compelling vision or mission is not enough. Your people also need to feel the power and permission to act, innovate, take their own initiative, to be self-reliant. That is the second magic ingredient in the incredible success story of the software company I described in the beginning.

Its company culture encourages people to make mistakes without fearing public shame or humiliation. Only by encouraging mistakes can you free people from theory inhibitions to act and try out new things. The freer your people will feel to try new things and fail, the more successful your company will become. And the easier your job will be as a leader.

To the moon and back
Take another one of the world's five most valuable companies, Microsoft. When Bill Gates declared his vision of "a computer on every desk and in every home" in the late 1970s, people thought he was crazy because they did not think this was possible. Today, every smartphone has more computing power than the big machines that sent the first man to the moon.

Your vision has to be the shining light of your business, with a promise so grand, so ambitious and so relevant that top talent sees immediately that this is highly relevant for the world we live in. Sounds too far-fetched? Far from it. It's the secret ingredient of the world's best-performing companies, and the most neglected ingredient

The answer is simple. You always get the best out of people if you lead with respect. This means you need to lead by values and have the highest of ethics, and a dedication to the purpose and vision of your business.

Open communication
One of the challenges in the Filipino culture is how you deal with mistakes, and how you deal with people when things go wrong. It's challenging for a lot of companies to get their people to talk openly to each other, to address mistakes and weaknesses. But that is precisely what is needed to build a culture of open communication without anyone losing face.

It is your key to creating magical breakthroughs.

3 action steps

• Encourage mistakes. The freer your people will feel to try new things and fail, the more successful your company will become. And the easier your job will be as a leader.

• Lead with respect, not with fear. Lead by values, have the highest of ethics, and a dedication to the purpose and vision of your business.

• Build a culture of open communication.

Lead with respect
You can lead with fear, or you can lead with respect. Let me ask you: who would you rather follow into a jungle or onto a fierce battle, the leader who compels you with a whip or the leader you genuinely admire and respect?

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Critical and strategic priority policies for economic dynamism

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Strategic priorities

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Policy push

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This article first from the strategic advice delivered recently by the author as MAP president. He is president and CEO of Metro Pacific Water, he previously served as Public Works Secretary. Feedback at: map@map.org.ph and @mapincorporation on mapincorporation.com

MAP Policy Recommendations for Economic Dynamism for the Marcos Jr. Administration



MAP Policy Recommendations for Economic Dynamism for the Marcos Jr. Administration

June 29, 2022

The Management Association of the Philippines (MAP) humbly submits the following recommendations for the consideration of the administration of incoming President Ferdinand Romualdez Marcos Jr., with the objective of achieving and sustaining a dynamic economy with widest participation of and benefits for Filipinos spanning all socio-economic classes, economic sectors, geographic areas and ethnic affiliations.

As the country emerges from the COVID-19 pandemic and the deep contraction it brought to our economy, policy and program support and public investments must prioritize the country's two most important but also most challenged assets: its **people** and its **lands**. **Health, nutrition and education**, especially of the young, are in crisis, and are interrelated problems that need to be urgently addressed because of their long-term consequences. The **productivity of our agricultural lands and coastal and inland waters** likewise urgently need a substantial boost, especially in the face of a looming food crisis now widely anticipated as a consequence of recent world events emphasizing the need to ensure food security.

1. EDUCATION CRISIS

To address the country's urgent **Education Crisis**:

1.1 Education Commission

Immediately mobilize the Second Education Commission created by the new Second Congressional Commission on Education (EDCOM II) Act and its multi-sectoral Advisory Council, to develop a clear roadmap out of the learning crisis that will pursue foundational reforms, ensure public-private complementarity, institutionalize lifelong learning/upskilling, and draw on international best practices and new knowledge in the neurosciences.

1.2 Face-to-Face Classes

Return to full face-to-face in all schools that are in non-high-risk areas, while adhering to the highest levels of health and safety guidelines by the start of SY 2022-2023.

1.3 Connectivity and Teacher Upskilling

Prioritize budgetary support for connectivity in all schools in the 2023 budget, and teachers' upskilling as learning facilitators, tapping on partnerships with business and civil society organizations domestically and internationally.

1.4 Cooperation among Academic Institutions

- Establish a program of cooperation among educational institutions to uplift quality of education;
- Adopt international best practices, especially towards improving quality of learning in English, Mathematics and Science.

1.5 Industry Participation in K-12 Senior Tracks

Harness industry associations, large companies or agencies to provide inputs and supervision in the curriculum and method of instructions in K-12 tracks (e.g., TESDA for Technical track, PICPA for Accountancy, Business and Management track, etc.)

2. QUALITY HEALTH CARE

To make **Quality Health Care** accessible to every Filipino:

2.1 Upgrade the Public Health System

- Overhaul PhilHealth's leadership and management, including investment in technology-enabled management systems and private outsourcing of certain functions;
- Substantially increase hospital bed and manpower capacity;
- Guarantee steady supply of vaccines and medicines across the country;
- Upgrade compensation of public doctors and nurses at all levels in the public and private sectors;
- Expand the role of clinics nationwide to give closer medical services to rural folk and take pressure off hospital out-patient care.

2.2 Curbing Malnutrition as a Public Health Priority

Scale up programs nationwide to combat hunger, malnutrition and child stunting, which lead to irreversible and permanent damage on learning, personal health, and economic productivity.

2.3 Institutional Reform

Establish a National Recovery and Resilience Council (NRRRC) and a Health Security Council (HSC), ideally headed by NEDA and supported by a multi-stakeholder Advisory Committee, to effect more balanced and holistic management of job creation, social protection, public health promotion and pandemic control.

3. AGRICULTURE AND AGRIBUSINESS SECTOR

To achieve an **Agriculture and Agribusiness Sector** marked by high productivity and international competitiveness that ensures food security for all Filipinos:

3.1 Farm Consolidation

- Foster scale economies through stronger policies and programs for consolidation of management of smallholder farms (via, e.g., cooperatives, nucleus estate schemes, contract growing, corporate farming);
- Declare the completion of agrarian reform and lift land ownership ceilings on farm lands.

3.2 Strengthen Food Systems for Food Security

Improve food value chains through upgraded transport and logistics facilities (including cold storage and cold chain facilities), increased community-level value-adding, effective local government-enabled market matching, and mechanisms for food waste reduction (e.g., channeling unsold/surplus food to depressed communities).

3.3 Bureaucratic Reform

- Stamp out corruption and massive leakages in the agriculture budget;
- Pursue structural, functional and budgetary reform in the agriculture bureaucracy, including consolidation of all agri and agri-related agencies, whose functions encompass all elements of the agricultural value chain;
- Foster strong DA-provincial LGU collaboration in a province-led devolution of agricultural and fisheries services;
- Reaffirm the primary mandates of the Land Bank of the Philippines and the Development Bank of the Philippines to finance small farms and firms by: (1) phasing out deposits of private depositors to eliminate

the bank's fiduciary responsibility to private depositors, (2) applying appropriate regulatory metrics distinct from those applied to commercial banks, and (3) phasing out all non-agri-agra, LGU, infrastructure loans.

3.4 Productivity of Indigenous Community Land

Supplement the Indigenous Peoples Rights Act by instituting policies and programs to enable them to maximize productive use of their community properties with agricultural or other economic activities.

3.5 Shared Facilities

- Expand DTI's program to provide shared service facilities (e.g., tilling, drying, processing equipment) that can be provided to small producers at a low cost;
- Assist in streamlining supply chains to link producers more directly with their markets and eliminating unnecessary middlemen.

4. TRADE AND INDUSTRY POLICY

Ensure a **Trade and Industry Policy** environment that fosters level competition, lowers costs of doing business, and encourages productivity-enhancing innovation, to ensure Filipinos' wide access to quality goods and services at lower and stable prices:

4.1 Trade Agreements

Immediately ratify and actively participate in the Regional Comprehensive Economic Partnership (RCEP) Agreement and other trade agreements to tap wider market opportunities that will diversify the country's exports in terms of products/services and destinations, and enhance the country's attractiveness to foreign investments.

4.2 Export Thrust

Formulate an aggressive new Philippine Export Development Plan aimed to close the country's wide export gap relative to its ASEAN peers, which will examine and address the entire export ecosystem spanning the macroeconomic policy and governance environment down to sector and commodity-level strategies and programs.

4.3 Industry Roadmaps

Update or craft industry roadmaps in key industries/sectors with the greatest strategic importance and/or potential for massive job generation, including tourism, creative industries, agriculture and agribusiness, forestry, manufacturing, construction, responsible mining, BPO and MSMEs, among others.

4.4 Inclusive Value Chains

- Expand the scope of concern of the Department of Agriculture well beyond farm production to cover the entire agricultural value chains;
- Encourage development of expertise and quality in the various value chains and incentivize inclusive models that widen participation of MSMEs in the chain;
- Develop a high-level government body or a PPP arrangement that will facilitate stronger public-private sector collaboration in setting policies, initiatives, and programs to address constraints and improve supply chain performance of industries;
- Set up a national supply chain "control tower" to monitor demand and supply conditions, gain visibility on supply market analysis as it impacts health, livelihood and economy;
- Encourage businesses to adopt digitalization, and create PPPs to institutionalize supply chain digitalization;
- Promote sustainability knowledge sharing and best practices initiatives across the supply chain.

4.5 Recognition for Excellence and Competitiveness of Philippine-based firms

Promote and expand coverage for the recognition of globally competitive Philippines-based firms (business, education, government) through programs, such as the Philippine Quality Award (managed by DTI per RA 9013 in partnership with the private sector associations, such as MAP).

We need a favorable **enabling environment for investments** if we are to succeed in attracting greater and more diverse job-creating investments for more Filipinos to be gainfully and productively employed, so that overseas employment would merely be a choice for our workers, rather than a necessity. The enabling environment includes **infrastructure adequacy, labor market and employment policies, fiscal and financial sector policies, and justice and the rule of law.**

5. INFRASTRUCTURE ADEQUACY

Sustaining the gains of the Build, Build, Build program will be challenged by much tighter fiscal constraints that have been brought about by the massive costs of managing the pandemic and its impact on jobs and livelihoods. Thus, it will be necessary to **prioritize infrastructure** of greatest strategic importance, and to **resume active pursuit of Public-Private Partnerships (PPPs)** in infrastructure development.

5.1 Energy Development

- Prevent short-term power shortages by causing the immediate connection of stranded power capacity in Bataan, Negros, Panay, Northern Luzon Loop and Mindanao;
- Mandate energy efficiency programs in government and private sectors;
- Pursue nuclear energy as a clean source of reliable energy by establishing the technology, infrastructure, and regulatory framework following the International Atomic Energy Agency (IAEA) milestone approach;
- Vigorously pursue renewable energy (RE) while ensuring fair, orderly, and swift compliance to the Renewable Portfolio Standard, aiming for at least 30% by 2030;
- Support the expansion of baseload RE (geothermal and hydroelectric) by exploring how to de-risk these projects to encourage and enable private investment;
- Enhance the ability of the grid to absorb more intermittent RE by enforcing NGCP's obligations to contract ancillary services (including energy storage systems like batteries and pumped hydro) and build transmission lines/networks with adequate redundancies;
- Develop new indigenous and lower cost sources of natural gas with the necessary enabling infrastructure investments, invoking the Hague ruling to gain access to potential new gas fields in the West Philippine Sea;
- Encourage greater electrification in the transportation sector through effective incentives for public utility and private electric vehicles, including support infrastructure (e.g., charging stations);
- Widen access to energy for off-grid communities through hybrid energy systems - a combination of RE, storage, and conventional power generation technologies.

5.2 Digital Transformation

- Promote digital transformation through establishment of a secure National Broadband Network;
- Require digitalization of services of all agencies with high-volume front-line services, including LGUs;
- Ensure inter-operability of systems across government agencies and units at the national and local levels;
- Fully implement the National ID system as the basic platform for eGov services, such as the Land Registration Agency's E- Title Program;
- Further encourage the use of digital payments and digital documents as acceptable medium for compliance.

5.3 Water Adequacy and Security

- Adopt Integrated Water Resources Management Principles to ensure water security and access to clean water for all;
- Implement quality water impounding/dam projects on major rivers nationwide to optimize water use and avoid flooding;
- Encourage privatization of inefficient water distribution systems due to lack of funds and poor management.

5.4 Attractive PPP Policy Environment

- Revisit the BOT law, involving all stakeholders in drafting new revisions to ensure fair risk allocation that may require legislation to rectify overly stringent Material Adverse Government Action (MAGA) provisions that discourage PPP investments due to unacceptably high regulatory and political risks;
- Declare and commit to the sanctity of contracts through good faith adherence to PPP contract terms and decisions of international arbitration tribunals (e.g., MWSS concession contracts, automatic adjustments in rates in toll roads);
- Expand and extend current PPPs to ensure sustainability of the service and encourage current PPP partners to further invest technical infrastructure for long-term benefits of the general public (e.g., PSA - Birth Certificate, LRA - Land Titling program, LTO – Land Transportation Management System).

6. LABOR MARKET AND EMPLOYMENT POLICIES

Labor Market and Employment Policies are a critical ingredient in the enabling environment for investments:

6.1 Labor Flexibility

- Institutionalize labor flexibility and welfare through executive action and legislation for quick employment generation, especially in depressed areas, and provide for win-win solutions;
- Establish Special Employment Zones (SEZs) in high unemployment areas; minimum wages and labor security regulations relaxed as warranted, while maintaining social security protections;
- Make work-from-home arrangements available to all enterprises.

6.2 Pension Portability

As a win-win solution to the ENDO issue, allow for flexible employment arrangements, but require companies to fully fund and allow full portability of pensions that the employee had already accumulated to his/her next employer, rather than having it reset to zero when he/she changes jobs.

6.3 Revised Apprenticeship Law

Amend the Apprenticeship Law to provide more realistic conditions for apprenticeship arrangements, as the law is applicable only for technical industries, and the coverage is limited to six months, which is not enough time for an employer to properly train an apprentice and subsequently decide whether to engage the apprentice as full-time employee.

7. FISCAL AND FINANCIAL POLICIES

Fiscal and Financial Policies must be supportive of business enterprises, especially MSMEs, to promote wider job-generation:

7.1 Fiscal Consolidation

- Complete the Comprehensive Tax Reform Program, including taxation of profitable digital transactions still outside the tax net;

- Review the tax regime for micro and small enterprises to help their viability and thereby expand the tax base.

7.2 **Improved Tax Administration**

Institute measures to improve tax collection efficiency, curb tax evasion, and eliminate unwarranted tax exemptions.

7.3 **Adequate Small Farm and Small Business Finance**

- Promote financial inclusion via reform of small farm and firm finance institutions and mechanisms toward wider accessibility, including for start-ups and business expansion, drawing from successful models employed in Thailand, South Korea, Taiwan, and applying new financing mechanisms enabled by digital technology;
- Condone long delinquent agrarian loans and reinforce the rural banking system.

8. **JUSTICE AND THE RULE OF LAW**

Finally, **Justice and the Rule of Law** must always be upheld if business confidence is to be sustained, and the general population is to live in an atmosphere of peace security:

8.1 **Government Transparency**

- Ensure proper implementation of the intent and letter of Executive Order No. 2, s. 2016, which operationalizes the Constitutional provisions on the Filipino's right to information;
- Restore and strengthen faith in our institutions by upholding the rule of law through increased transparency in government, just and consistent prosecution of erring public servants.

8.2 **Zero Tolerance for Corruption**

- Aggressively pursue and swiftly decide on cases against officials and associates accused of corrupt practices (e.g., PhilHealth, Pharmally), with utmost adherence to the principles of justice and fairness while on trial or under investigation;
- Commit to a clear policy where erring public officials will not just be merely dismissed from their government posts (and even be simply moved to another agency), but will be disqualified from public office as the law provides, and prosecuted to the law's fullest extent.

8.3 **Faith in Institutions**

- Restore and subsequently strengthen faith in our institutions, particularly those that directly interface with the public (BIR, LTO, MMDA, NBI, PNP, etc.);
- As a start, reverse negative perceptions against the Philippine National Police (PNP) in the wake of the outgoing administration's drug war and persistent perceptions of corruption, through a genuine cleansing and restoration of honor of the ranks;
- Ensure that the conduct of institutions is rules-based, science-backed, and data-driven.

Call for Nominations for "MAP Management Man of the Year 2022"



PUSH FOR CHANGE
TOWARDS A BETTER FUTURE FOR ALL

Call for Nominations for

MAP Management Man of the Year 2022

Deadline of Submission of Nominations:

August 19, 2022



NOMINATION FORM for
"MAP Management Man of the Year 2022"

I nominate the following:

Name:

Position:

Organization:

Age:

No. of Years in the Organization:

I am submitting the following:

1. Curriculum vitae/profile with picture of my nominee
2. Comprehensive Explanations on how my nominee satisfies the following criteria:
 - 2.1. Integrity, prestige and distinction in the business community
 - 2.2. High qualities as a manager exemplified in his/her leadership, vision, decisiveness, fairness and firmness in dealing with people
 - 2.3. Exceptional ability for performing his/her managerial functions under exceptional conditions, such as creating and managing a new enterprise, reorganizing and re-orienting an existing enterprise, turning around a moribund company considering the difficulties of the times
 - 2.4. Active and continuous management at top level of a private business or industrial enterprise, or a government institution for a significant length of time, and in a manner highly deserving of the recognition and commendation of MAP by reason of his/her contribution to the advancement of management as a career in the Philippines
 - 2.5. Contribution to reshaping national values and orientation
 - 2.6. Effective service and tangible contribution to nationwide professional, social, civic or charitable undertakings through personal initiative
 - 2.7. The organization under his/her stewardship must have exhibited consistent exemplary performance and achieved stability under the highest standards of business ethics and practice.
 - 2.8. The organization must be an entity operating in the Philippines and the business must have contributed substantially to the growth and development of the Philippine economy.

If my nominee will make it into the shortlist of candidates for further evaluation, I hereby commit to submit additional information which the MMY Judging Committee may require.

Name of MAP Member:

Date:

• JUDGING PROCESS

- 1 The MMY Judging Committee shall serve as the Board of Judges which is tasked to choose the most deserving nominee.
- 2 The evaluation process shall consist of two stages: (a) a preliminary evaluation that will result in the preparation of a shortlist, and (b) a final evaluation of shortlisted candidates from which a final choice is made of one or more nominees, as the MMY Judging Committee may decide.
- 3 The MMY Judging Committee shall review the materials submitted through the nomination process, and other information as may be obtained, on which basis it shall decide who should be on the shortlist of nominees for further and more thorough evaluation.
- 4 The MMY Judging Committee may write to the nominators or the shortlisted nominees to confirm the nominees' willingness to go through the evaluation process, to request additional information as it may need for final evaluation, and to request a personal interview, if necessary, with the nominee, his/her nominator and/or the references specified in the nomination form.
- 5 The MMY Judging Committee may seek information or assistance from the MAP Secretariat or other persons as it may feel necessary for its evaluation work.
- 6 The principal selection criteria for the MMY are integrity, leadership and management qualities, contribution to nation-building and values formation, effective stewardship within the confines of the highest standards of business ethics and management practice.
- 7 Article I Section 3.3.1 of the MAP By-Laws stipulates that the selection of MMY requires the *"review, screening and selection by the MMY Judging Committee."* In the past, the MMY Judging Committees have invariably sought a consensus in their decisions.
- 8 With the exception of the Chair and the Vice Chair, the names of the members of the MMY Judging Committee are not disclosed until the search process has been completed.
- 9 To ensure confidentiality in the discussions of the MMY Judging Committee, no minutes of its meetings are taken.
- 10 The MMY Judging Committee's choice is presented to the MAP Board of Governors for approval.
- 11 As stipulated by Article I Section 3.3.2 of the MAP By-Laws, the election of MMY requires *"approval by the affirmative vote of the majority of the entire Board of Governors."*
- 12 The Awardee approved by the Board of Governors will then be presented to MAP members for approval during a MAP general membership meeting.
- 13 Article I Section 3.3.3 of the MAP By-Laws provides that the election of MMY requires the *"approval by the affirmative vote of the majority of the members of the Association present at a meeting called for the purpose"* of electing the MMY.

• CRITERIA

GENERAL CRITERIA

Any MAP member or any other person who has exceptionally distinguished himself/herself in the practice of management over a significant period of time may be elected as *"MAP Management Man of the Year."*

SPECIFIC CRITERIA

- 1 Integrity, prestige and distinction in the business community
- 2 High qualities as a manager exemplified in his/her leadership, vision, decisiveness, fairness and firmness in dealing with people
- 3 Exceptional ability for performing his/her managerial functions under exceptional conditions, such as creating and managing a new enterprise, reorganizing and re-orienting an existing enterprise, turning around a moribund company considering the difficulties of the times
- 4 Active and continuous management at top level of a private business or industrial enterprise, or a government institution for a significant length of time, and in a manner highly deserving of the recognition and commendation of the MAP by reason of his/her contribution to the advancement of management as a career in the Philippines
- 5 Contribution to re-shaping national values and orientation
- 6 Effective service and tangible contribution to nationwide professional, social, civic or charitable undertakings through personal initiative
- 7 The organization under his/her stewardship must have exhibited consistent exemplary performance and achieved stability under the highest standards of business ethics and practice.
- 8 The organization must be an entity operating in the Philippines and the business must have contributed substantially to the growth and development of the Philippine economy.

• NOMINATION PROCESS

- 1 Only MAP members are eligible to submit nominations.
- 2 A nominee need not be a MAP member.
- 3 To ensure a wide search of potential awardees, the MMY Search Committee, headed by the immediate past MAP President, is tasked to identify and propose nominees for the Award.
- 4 The nomination form or letter should be accompanied by a curriculum vitae of the nominee, including possible references who can help make clarifications as may be desired by the MMY Judging Committee.
- 5 Nominations shall be submitted to the MAP Secretariat through the prescribed nomination form or in the form of a letter signed by the MAP member.
- 6 The MMY Search Committee may or may not do a shortlisting of the nominees.
- 7 The MMY Search Committee will then endorse its list of nominees to the MMY Judging Committee.

“MAP Management Man of the Year” Awardees



Jose M. Soriano
(1979)



Cesar E.A. Virata
(1981)



Jaime V. Ongpin
(1982)



Vicente T. Paterno
(1982)



Dante G. Santos
(1983)



Cesar A. Buenaventura
(1985)



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
(1996)



Rizalino S. Navarro
(1996)



Gabriel C. Singson
(1998)



Delfin L. Lazaro
(1999)



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)



Jaime Augusto Zobel de Ayala II
(2006)



Jose L. Cuisia, Jr.
(2007)



Antonino T. Aquino
(2009)



Jesus P. Estanislao
(2009)



Lilia B. de Lima
(2010)



Ramon R. del Rosario, Jr.
(2010)



Erramon I. Aboitiz
(2011)



Aurelio R. Montinola III
(2012)



Edgar O. Chua
(2013)



Albert F. del Rosario
(2014)



Amando M. Tetangco, Jr.
(2015)



Teresita Sy-Cason
(2016)



John Gokongwei, Jr.
(2017)



Fernando Zobel de Ayala
(2018)



Nestor V. Tan
(2019)



Federico R. Lopez
(2020)



Carlos Chan
(2021)



MANAGEMENT ASSOCIATION OF THE PHILIPPINES
Ramon V. del Rosario Sr. Center for Management Excellence
Unit 608, Ayala Tower One, Ayala Triangle, Ayala Avenue
1226 Makati City, Philippines

Tel: (632) 7751-1150 to 52
e-Mail: map.map@map.org.ph;
map.philippines@map.org.ph
Website: map.net.ph



NOMINATION FORM
for
“MAP Management Man of the Year 2022”

I nominate the following:

Name:

Position:

Organization:

Age:

No. of Years in the Organization:

I am submitting the following:

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Name of MAP Member:

Date:

2022 Philippine CEO Survey



Invitation to participate in the 2022 PwC MAP Philippine CEO Survey

The Management Association of the Philippines (MAP) will be holding its 20th International CEO Conference entitled “THE WINS OF CHANGE: Thriving in the Worlds of In-betweens” on 13 September 2022.

Isla Lipana & Co., the Philippine member firm of PwC, is its Knowledge Partner for the event. In relation to this, we would like to request you to fill out the online survey at the following link: www.pwc.com/ph/2022-ceo-survey.

Share your thoughts and experiences about your plans to grow despite the continuing concerns that resulted from COVID-19. Businesses from the Philippines and the rest of the world have learned that the pandemic changed the environment, and new strategies and plans need to be in place to thrive in the ‘next normal’.

For your reference, we have also included the link to last year’s survey results - “Hindsight, Insights, Foresights: The Future in the Present Tense”.
www.pwc.com/ph/ceosurvey.

Thank you and we look forward to your participation.

The Manila Times

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Livestreaming on The Manila Times Facebook, YouTube
and Dailymotion accounts | July 21, 2022 | 10 a.m. to noon



EMIL SADAIN
Undersecretary
*Department of Public Works
and Highways*
SPEAKER



LEONOR CLEOFAS
Administrator
*Metropolitan Waterworks
and Sewerage System*
SPEAKER



DAFORT VILLASERAN
Editor
The Manila Times
MODERATOR



PETER CONRAD CARIÑO
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Regional Governor
Region 6
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President, Eastern Visayas
Tourism Association Inc.
SPEAKER



JENNIFER PALMARES-FONG
VP for Sales & Marketing
Megaworld Visayas
SPEAKER



DAFORT VILLASERAN
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The Manila Times
MODERATOR



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The Manila Times
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MAP ECONOMIC BRIEFING and GENERAL MEMBERSHIP MEETING



AUGUST 19, 2022, FRIDAY, 12:00 Noon to 2:00 PM
Venue to be announced later

Speakers



Sec. ARSENIO "Arsi" M. BALISACAN
National Economic and Development Authority (NEDA)



Gov. FELIPE "Philip" M. MEDALLA
Bangko Sentral ng Pilipinas (BSP)

Co-Moderators



Mr. ROMEO L. BERNARDO
MAP Governor and Assistant Treasurer
Managing Director
Lazaro Bernardo Tiu & Associates



Mr. PETER WALLACE
MAP Governor Chair
The Wallace Business Forum, Inc.

MAP Circular No. 042 - 2022

Registration Fees:

MAP Member	FREE
Guest	P2,000 each



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20TH MAP INTERNATIONAL CEO HYBRID CONFERENCE 2022

September 13, 2022, Tuesday, 8:30 AM to 5:00 PM

Theme: "The WINS of CHANGE: Thriving in a World of In-Betweens"

After a bruising two-year pandemic, the world is eager to start living again albeit in a changed environment. We are in the midst of transition from epidemic to endemic, in the lengthy process of crossing over to a more stable recovery path and regaining the balance we seem to have lost in the crisis.

That is not to say that the pandemic was all bad because there are WINS. Changes that we thought we can gradually implement have been accelerated – the digital shift, putting health care as a critical component of global development, intensified buy-in for addressing climate change, the rise of corporate activism, the importance of trust in securing a stable market and the government finding ways to uplift the poor.

And if there are wins, there are big winners.

As much as there are also swings and misses.

Living in the world of in-betweens. Today, we are at a crossroad – forging pathways that can redefine what was to what can be and what will be.

This is the backdrop against which we will pick up the threads and weave a new fabric for the future. We were slowed down by the pandemic, but it is time to move forward. Our directions will be enriched by the lessons that were taught to us by our collective experience. We need all these wisdoms to initiate, manage and complete the transition process for our organizations. The road ahead will not be easy because though this pandemic period affords a chance for a do-over, it is not also possible to wipe the slate completely clean. We have to build upon the wins that were posted, even as we examine what lessons are taught by those that did not come up to expectations or failed.

There are developments that crept so silently and stealthily that we are even unaware we have come to accept these as normal – much in the same way that we are now learning to live with COVID.

Managing the transition process requires patience and discipline.

Transition is not about making changes for the sake of change; it requires foresight and planning.

Transitions bridge the present and that future where we want to be. Having a transition plan can establish a roadmap we can follow that will lead to that future. Our experiences these past two years underscore the importance of building into the organizational DNA out-of-the-box thinking and innovation. The future we are preparing for will depend on how well we can question and disrupt our own familiar structures that served us for a long time and initiate the steps to build capacities and capabilities that are imperatives of the times. Retooling, upskilling, and reskilling the present and future workforce mean putting a premium on human resource as a means for dynamic and continuing development.

REGISTRATION FEES			
Payment by	MAP Member	Non-MAP Member	Foreign Delegates
FACE-TO-FACE			
June	P10,000	P12,000	\$100
July	P12,000	P14,000	\$150
August	P14,000	P16,000	\$200
September	P16,000	P18,000	\$250
ONLINE			
June	P1,000	P2,000	\$25
July	P2,000	P3,000	\$50
August	P3,000	P4,000	\$75
September	P4,000	P5,000	\$100
Get 1 FREE seat for every 5 seats paid.			

Special FACE-TO-FACE Rate for Full-Time Academic and Government Officials		
Payment by	MAP Member	Non-MAP Member
June to September	P4,000	P6,000

Please register thru the following link: <https://forms.gle/Sn5EwcFodTY6ncmeA>

Articles/Papers from MAP Members

**1. "Nursing in crisis"
from MAP Governor CIELITO "Ciel" F.
HABITO's "No Free Lunch" Column in the
PHILIPPINE DAILY INQUIRER on
July 19, 2022**

Upon giving birth to her second baby in a leading hospital last May, my youngest daughter and her husband languished for hours in the delivery room with no one attending to them, even as they already had a room. They found this strange because when she had her first baby in the same hospital three years before, she was promptly moved back to her room after the delivery. Her doctor later told her that the hospital's nurses are all new and not as well-trained; the experienced ones had all left. It's also quite likely that there simply were not enough nurses.

More recently, two other family members had similarly long waits in hospital emergency rooms. My eldest son, a medical doctor, warns us that it is a bad time to get ill and require hospital treatment for whatever reason. He says that all the hospitals he practices in have nursing issues. "Because of COVID, there has been a huge increase in demand and salary offers in other countries," he told us. Even hospitals have had to close whole patient floors for a lack of nursing staff to operate them. A former adviser to the government pandemic task force was recently quoted as saying that nurses in private hospitals are "resigning in droves." Do we see a nursing crisis in our public health system? Is there a severe shortage of nurses in the country now?

Not so, according to Filipino Nurses United (FNU). In a recent interview, FNU president Maristela Abenojar noted that as of June, we had about 935,000 Filipino registered nurses, of which more than 172,000 are working domestically in both the public and private sectors. Nearly twice that (over 316,400) work overseas as migrant workers. But about a third of our registered nurses are not practicing, being either jobless or underemployed. Many are known to have turned to other occupations, with the business process outsourcing industry being an apparent favorite. Hence, while FNU admits that there is now "chronic understaffing" in hospitals, they maintain that the country does not lack nurses.

Recently, the Commission on Higher Education lifted the moratorium on opening new nursing courses, which was imposed in 2011 amid a perceived glut in nurses. FNU opposes the lifting, arguing that the problem is not quantity, but quality of nursing courses. Abenojar notes that 491 higher education institutions (HEIs) offer nursing courses, comprising 92 percent of all HEIs in the country. Of nearly 348,000 nursing enrollees from 2016 to 2021, only around 56,000 or 16 percent, were able to graduate. Moreover, of the 1.3 million graduates who had taken the nursing licensure exams since 2000, only around 598,000, or 46 percent, passed to become registered nurses. And as indicated earlier, about one in every three of our qualified registered nurses is actually doing something else.

That could change in the face of emerging global trends, especially in rich countries that have grappled with pandemic-induced attrition of nurses, on top of having aging populations, which in itself had been inducing rising demands even earlier. The International Council of Nurses (ICN) estimated a global shortage of 5.9 million nurses before the pandemic and notes that "the COVID-19 pandemic has been a major disruptor of nurse retention and contributes to increased burnout and related risks of higher nurse turnover." Thus, the global shortage has likely swelled to 7 million. ICN cites emerging evidence of increased active and "fast track" international recruitment by high-income countries. With rich countries sucking up the good nurses from source countries like the Philippines, ICN raises the alarm that this could undermine the ability of the latter to respond effectively to their own pandemic challenges. It sees the potential need for government-to-government agreements to manage international nurse recruitment.

On our end, we're bound to keep losing our better-experienced nurses unless we compensate them like the front-line heroes we describe them to be. We can't force heroes to be martyrs too. Failing that, we may have to get used to a bad hospital experience.

cielito.habito@gmail.com

2. "Easing EDSA commuter woes: 'Status quo is unacceptable'; 'no excuses, just deliver'"
from MAP Member SONNY B. COLOMA's "Opinion-Editorial" Column in the MANILA BULLETIN on July 7, 2022

ENDEAVOR

At 7 o'clock in the morning on Monday, July 4, Transportation Secretary Jaime Bautista was on his way to attend the flag-raising ceremony at the Land Transportation Franchising and Regulatory Board (LTFRB). He saw long lines of commuters waiting for their ride at one of the loading platforms of the EDSA bus carousel. ABS-CBN news reporter Jacque Manabat quotes him on a Twitter post:

"7 o'clock kanina nakita ko ang napakahabang pila ng mga mananakay natin and I don't think the status quo is acceptable to the President. (PAL was) voted as most improved airline in the world in 2019. Iyan po ang aking inspirasyon at gagamitin ko po ang aking experience para mapaganda natin ang transport system hindi lang sa air, land, rail at sa sea."

EDSA is known to be the densest traffic corridor in the country. As estimated by the Department of Public Works and Highways (DPWH), more than 400,000 vehicles use EDSA daily, or nearly 40 percent higher than the original capacity of 288,000 vehicles per day. As a north-south circumferential road, it extends from Balintawak in Caloocan City to Roxas Boulevard in Pasay City covering the cities of Mandaluyong, Makati and Pasay. Economic losses from traffic congestion at EDSA have grown to ₱3.5 billion a day, according to the Japan International Cooperation Agency (JICA).

To its credit, the Duterte administration completed several vital infrastructure projects aimed at expanding options for travelling in Metro Manila given the continued growth of population and the transition to a new normal scenario in terms of people mobility. Most notable of these is the completion of the stage 3 Metro Manila Skyway project that has cut down travel time from Makati to Quezon City from more than an hour to less than 20 minutes.

However, as noted by Robert Siy, a city and regional planner and public transport advocate, "the new road and bridge infrastructure prioritized private motor vehicles over other travel modes — such as walking, cycling and public transportation." This contrasts with the National Transportation Policy, adopted in 2017, that clearly prioritizes people mobility over vehicle mobility.

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Faster point to point travel time has been achieved: EDSA Monumento to Ayala Avenue, Makati – 40 minutes; EDSA/North Avenue to Ayala/Makati – 25 minutes; and Monumento to PTIX Terminal in Parañaque – less than one hour.

Proof of concept has been sufficiently established; high patronage affirms the commuters' vote of approval. The EDSA busway is modeling itself after Indonesia's Trans-Jakarta Bus Rapid Transit (BRT) System and the Guangzhou BRT in China that is regarded as the "gold standard."

Establishing more busway stations that are passenger-friendly is being pursued by its proponents. A model busway station for EDSA Guadalupe, a high-volume transit point, has been designed. Private sector benefactors had firmed up their commitment to provide funding and a ceremonial ground-breaking program was held in November 2021. Alas and alack, the proposal is still awaiting government approval.

The continuing lack of mass public transportation has perpetuated the long-lamented EDSA traffic and travel conundrum. Secretary Bautista has framed his mission in the context of elevating the country's public transportation system to global standards – just as he steered Philippine Airlines

toward attaining the World's Most Improved Airline Award in 2019. PAL was cited "as the carrier that achieved the biggest leap in product and service quality among a survey of over 350 leading airlines worldwide."

He has also declared proactively his view that "the status quo is unacceptable to the President." Hence, he has expressed his determination to do what is needed to institute needed reforms and changes that would ease the daily burden of tens of thousands of daily commuters. Robust support from the MMDA and all the concerned local governments is crucial.

In his inaugural address, President Ferdinand Marcos, Jr. declared to the Filipino people:

"But again, I will not predicate my promise to you on your cooperation. You have your own lives to live. Your work to do and there too I will help. Government will get as much done alone without requiring more from you. That is what government and public officials are for. No excuses. Just deliver."

3. "MAP head eyes stronger govt-private cooperation"
By Ed Paolo Salting and Conrad M. Cariño
The Manila Times
July 18, 2022

THE government and the private sector need to collaborate further to achieve a balanced and sustained economic growth, Management Association of the Philippines (MAP) President Rogelio "Babes" Singson said.

During an interview with The Manila Times Chairman and Chief Executive Officer Dante Francis "Klink" Ang 2nd on SMNI's television show "Business and Politics," Singson said the bottom line should also include the recommendations from the business sector for the country to also attain "economic dynamism."

"How do we increase investments, how do we generate more employment and how do we make sure the environment is ideal for private sector investments?" he said.

He also took note of former MAP president Alfredo Pascual getting appointed as the Trade and Industry secretary of the Marcos administration.

"In fact, our agreement is we will try to make the voice of the MAP heard by the right parties," Singson said, adding that his role as the organization president is to also be a "lobbyist."

He stressed that MAP remains non-political, and it wants to make sure that the government will know what are the priorities and important matters to the private sector.

"Bottom line, we all agree in the MAP that there has to be strong partnership and collaboration between the public sector and the private sector. One cannot do it alone," he added.

Singson said he and the association believe that the government must focus on two things in order for the country to come out of the pandemic even stronger: its people and its lands.

"What we did in the previous MAP boards was we started formulating certain priority areas. But the big picture or bottom line questions are these: How do we increase investments and generate more employment? How do we make sure that the environment is ideal for private sector investments?" Singson said.

Some of the policies suggested specific examples such as a return to face-to-face classes, the digitalization of the country and everything related to it, improving tax administration, pursuing energy development, and strengthening food systems, among others.

He also mentioned that they are hoping that the government would at least try and implement some of them.

"Our agreement with them is that we will try to make the voice of the MAP heard by the right parties. We just want to make sure that what we think are priorities and important to the private sector are ultimately listened to," Singson said.

Being a former head of the Department of Public Works and Highways, he discussed infrastructure and its importance to growth.

"As far as infrastructure is concerned, we know how much debt the government already has. What we would like to propose is for the government to pursue more public-private partnership (PPP) projects. We have also made suggestions on how to make it more investment-friendly. And in order to do this, we have to sell the market itself. Consult those potential investors, those who are in the business," Singson said.

He said the group is also trying to emphasize to the government not to use the PPP as a fund-raising exercise.

"Let us not ask them for a front-end concession fee. Settle the minimum concession fee, but let them bid. So the consumers can ultimately benefit," Singson continued.

He said that the association hopes the Marcos administration can continue the Build, Build, Build program and also hone in on the water sector as well.

"We are suggesting that the government can increase its infrastructure spending to 5.5 to 6.5 [percent] of the country's gross domestic product. It was derailed due to the pandemic when the government was forced to spend more for health priorities. Hopefully, in this new administration, it can start again," Singson explained. "In addition, the government must especially focus on the water sector as it has been the most neglected ever. There are some 30 agencies in the government doing their own thing as far as the water sector is concerned. Ask anyone in the Philippines: How much is your water bill? And they will say it is the cheapest."

"Business and Politics" airs Saturdays at 7 p.m. on SMNI New Channel on SMNI Channel 39 and on digital TV, with replays over the week.

Summary of News Articles about the July 14, 2022 "MAP GMM on DTI's Priority Programs"

1. "FULL: DTI Sec. Alfredo Pascual shares priorities of agency"

ANC
July 15, 2022

https://www.youtube.com/watch?v=UtZJ3XLar_pQ

2. "RCEP crucial to investment drive, a priority-DTI chief"

by Andrea E. San Juan
BusinessMirror
July 15, 2022

TRADE Secretary Alfredo E. Pascual said the Regional Comprehensive Economic Partnership (RCEP) is a priority of the administration, which deems it crucial to efforts to attract investments.

"RCEP is a priority of the administration. We have clarified this in one of our Cabinet meetings," said Pascual at the Management Association of the Philippines (MAP) General Membership Meeting in Taguig City.

As DTI creates an enabling environment for attracting investments and expanding efforts, Pascual said, "DTI will continue to push for the immediate ratification of the Regional Comprehensive Economic Partnership [RCEP] Agreement and other trade agreements."

The Trade chief emphasized that with only 10 free trade agreements (FTAs), the Philippines has the least number of FTAs among the six Asean countries. Pascual explained, "Singapore signed 27 FTAs, Malaysia 17, Thailand 15, Indonesia 15, and Vietnam 15."

He added that these agreements will diversify the country's exports in terms of products and services and country destinations, and enhance the country's attractiveness to foreign investments.

For instance, Pascual said, most foreign investments in China are export-oriented industries. "They are from big multinationals having transferred their production facilities to China and using China as a production place," said Pascual.

The Trade chief pointed out that without these free trade agreements and RCEP, the Philippines

would not be an attractive location for such types of export-oriented enterprises.

Last week, President Ferdinand "Bongbong" Marcos Jr. told the agriculture officials to submit to him a "short memo" regarding their position on the regional trade deal. Marcos ordered them to specify whether or not to ratify it and to lay down the pros and cons in the short memo.

Prior to being sworn in as president, Marcos Jr. said he wants to ensure the trade agreement will not be detrimental to local industries, particularly in agriculture. He noted that he's not sure if the local agricultural sector is strong enough to take on the competition that the opening of the markets will cause under RCEP.

Moreover, Marcos emphasized two months ago that the country risks losing its local agriculture sector if it ratifies the RCEP without ensuring that its agriculture sector is prepared for the effects of the trade deal.

However, the President said that he wants to "have a look at it again."

RCEP is a free-trade agreement among Asean countries and their trading partners Australia, China, Japan, New Zealand and South Korea. Touted as the world's largest trade pact, RCEP represents 30 percent of the global gross domestic product (GDP) or \$26.2 trillion.

It entered into force on January 1, 2022.

The Trade department has been lobbying for the ratification of RCEP as it is seen to "help restore business confidence and encourage more economic activities, particularly MSMEs [micro, small and medium enterprises], investors, service providers and professionals."

Last month, the 18th Senate adjourned sine die without putting the treaty to a vote.

Meanwhile, by virtue of Memorandum Circular No. 01 dated June 30, 2022 issued by the Office of the President, Philippine Economic Zone Authority (Peza) Deputy Director General for Policy and Planning Tereso O. Panga, being the next in rank and most senior official in Peza, is designated as the Peza Officer-in-Charge until July 31, 2022 or until a replacement is appointed/designated, whichever comes first.

**3. “DTI’s Pascual calls RCEP a Marcos priority”
by Mikhael D. Ochave
BusinessWorld
July 14, 2022**

PARTICIPATION in the Regional Comprehensive Economic Partnership (RCEP) is a government priority, Trade Secretary Alfredo E. Pascual said on Thursday.

“RCEP is a priority of the administration. We have clarified this in one of our Cabinet meetings,” Mr. Pascual said during the general membership meeting of the Management Association of the Philippines (MAP) in Taguig City.

RCEP, a trade deal which started coming into force on Jan. 1, involves Australia, China, Japan, South Korea, New Zealand and the 10 members of the Association of Southeast Asian Nations (ASEAN). It is billed as the world’s largest trade agreement as it represents about 30% of global gross domestic product.

However, the entry of Philippines into RCEP failed to obtain Senate in the 18th Congress after some senators expressed concern over the lack of protections for the agriculture industry. It is now up to the 19th Congress to decide on ratification. The first day of the new session is July 25.

“(The) Department of Trade and Industry (DTI) will continue to push for the immediate ratification of the RCEP and other trade agreements. With only 10 FTAs, the Philippines has the least number of FTAs among the ASEAN six countries,” Mr. Pascual said.

“Singapore signed 27 FTAs, Malaysia 17, Thailand 15, Indonesia 15, and Vietnam 15. These agreements will diversify the country’s exports in terms of products and services and destinations and enhance the country’s attractiveness to foreign investment,” he added.

Mr. Pascual added that the Philippines will not become an attractive location for export-oriented enterprises without RCEP and FTAs.

“Most foreign investments in China, for instance, are export-oriented industries. They are from big multinationals having transferred their production facilities to China and using China as a production place. Without these FTAs and RCEP, the Philippines would not be an attractive location for such types of export-oriented enterprises,” Mr. Pascual said.

President Ferdinand R. Marcos, Jr. has said he wants an assessment of the RCEP to ensure the

protections for the agriculture sector. — Revin Mikhael D. Ochave

**4. “DTI to launch free e-commerce site for small firms”
by Daxim L. Lucas
Inquirer
July 15, 2022**

The Department of Trade and Industry (DTI) will set up an electronic commerce platform which the country’s small businesses can join for free and expand their revenue base beyond those afforded by traditional channels, the country’s new Trade chief said.

Speaking before the Management Association of the Philippines on Thursday, Trade Secretary Alfredo Pascual said the project would be implemented in partnership with the Department of Information and Communications Technology.

“It’s a very simple system,” he said in his speech before businessmen in Taguig City. “I’ve seen it already demonstrated. A small enterprise can quickly set up an online store front, get orders and receive payments.”

In contrast with existing e-commerce platforms that offer their services for a fee, Pascual said the DTI version would be free and could be used by any micro, small and medium enterprise (MSME) that wants to offers their products or services to the public.

“By using e-commerce platforms, MSMEs can access bigger markets for their products,” he said, as he made a push for the country’s small businesses to leverage on technology to better compete in the marketplace.

Presenting the thrust of the Trade department with him at the helm, Pascual said his top priority would be to “upgrade, upskill and upsize” MSMEs in the country which account for the majority of employment among Filipinos and form the backbone of the local economy.

In particular, the Trade chief said he wanted to focus on science, technology and innovation in collaboration with the Department of Science and Technology and the National Economic and Development Authority to enable MSMEs to respond to the changing market demands for quality and new products, processes and business models.

He expressed optimism that, through technology, more micro and small firms could “graduate” into the ranks of mid-sized businesses, and more mid-sized firms could join the roster of large firms in the country.

In particular, Pascual said firms should be given the means to use technology that could harness market data that would allow them to make better business decisions. These include information systems that can help entrepreneurs better predict the products that their buyers want as well as those that would help them manage their companies' finances better.

5. 'Stop harassing MSMEs'
by Irma Isip
Malaya Business Insights
July 15, 2022

Following a call from the Management Association of the Philippines (MAP) to "substantially deregulate the micro, small and medium enterprises (MSMEs)," Secretary Alfredo Pascual of the Department of Trade and Industry (DTI) said digitalization could help lead to the possibility of waiving some of the reportorial requirements to small companies.

In yesterday's turnover rites of the MAP presidency from Pascual to Rogelio Singson, the latter proposed to the former for the DTI and other concerned government agencies both national and local to substantially deregulate MSMEs by doing away with some regulations that serve to harass these entities.

SINGSON

Singson also proposed to freeze all field tax audits of MSMEs unless an apparent crime is being committed to avoid huge friction costs, and eliminate this source of harassment.

Singson also called on big businesses comprising MAP and government institutions to support MSMEs in the procurement of supplies and materials and ensure timely payment.

"Please pay them within 30 days or shorter, but don't pay them after 120 days to help them from predatory lenders," he said.

He called on these entities to make room for MSMEs in purchases and supply requirements.

"Let them grow for heaven's sake, let them grow as fast as they can instead of harassing them and regulating them even before they can start. Let them contribute to the economy and employment generation especially in the countryside, there is no need to spend scarce government resources trying to regulate these small and micro enterprises," Singson said.

To this, Pascual responded that digitalization of MSME operations using a standard software can make them more efficient in dealing with businesses.

"And we can truly implement MAP's recommendation that a small business... the regulatory requirement is initial registration, but a couple of years (after, there will be) no other reporting or compliance requirements," Pascual said.

6. "Inflation Public Enemy No. 1"
by Tony Lopez
Manila Standard
July 15, 2022

By this time, inflation is Public Enemy No. 1 of the Filipino.

Inflation is the rate of increase in prices. Prices of nearly all consumer goods and services have risen. The rate of increase of those prices has been steep. The result of the steep rise is an inflation rate of 6.1 percent in June. For the six-month period January to June 2022, the average inflation has been 4.4 percent.

The 6.1 percent June inflation is 38.6 percent higher the average inflation for the first six months of 2022. The 6.1 percent is 56.4 percent higher than the 3.9 percent inflation in the whole of 2021.

The 6.1 percent is 1.5 times higher than the 2.4 percent annual inflation rate in 2020 and the pre-pandemic 2.4 percent inflation of 2019. In 2016 when Rodrigo Duterte took over, the inflation rate for the year was only 1.3 percent. So today's 6.1 percent inflation is 4.7 times the 2016 inflation.

Why is inflation a public enemy?

Firstly, inflation, like corruption, steals your money, without you being able to do anything about it. If you could buy 100 pieces of cookies last year with your P100, you will now can buy only 94 pieces, six pieces less, with 6.1 percent inflation. Six pieces -those were stolen from you.

Of course, you can say corruption steals much more, much, much more from you.

Many years ago, a University of the Philippines study found that up to 40 percent of the government budget is stolen. Meaning, if the annual budget were P5.3 trillion, P2.12 trillion is routinely stolen.

With corruption at 40 percent of the budget and inflation hurting 6.1 percent of your budget, you can say corruption steals exceedingly many times more -6.6 times.

This makes inflation a much easier problem to solve or cope with.

So far, at the level of the executive, President Ferdinand “Bongbong” Marcos is in denial. He finds the 6.1 percent “quote” on inflation quite high.

Bongbong Marcos may be right. The 6.1 percent inflation cannot be blamed on him or on anyone in the government.

Inflation is 80 percent imported, according to Bangko Sentral ng Pilipinas Governor Felipe Medalla.

Medalla, a noted economist, implies that were not for the rise in prices of imported goods, our inflation could have been just 1.22 percent. That of course, is hard to believe.

The Philippines does not really produce anything much of significance in sufficient quantity. According to President BBM himself, there is a shortage of rice, of corn, of pork, of poultry, of fish, and of fertilizers. The shortages could last for as long as three years, he says.

“There isn’t much we can we do with the rising prices,” Trade and Industry Secretary Fred Pascual told the Management Association of the Philippines. He was asked about the rising prices of energy—one of the two main reasons the four-year record high inflation of 6.1 percent.

The Philippines does not produce oil. And oil has doubled in prices on just one year. And of course, the country does not produce enough food. The shortage of good is about 25 percent of demand.

Worldwide, there are suddenly shortages in supply of food and energy. Nearly every major producer of commodities – rice, wheat, maize, sugar, vegetable oil, pasta –has banned exports of these items.

There are only two things the Philippines is not short of—humans and the saliva of our politicians and bureaucrats.

We have 111 million Filipinos. Of those, 12 million are deployed abroad. They earn \$32 billion a year or P1.79 trillion at the current rate of P56 to one dollar.

The P1.79 trillion is 33.7 percent of the national budget of P5.3 trillion. So more than P33 of every P100 being spent by the government comes from the sweat, blood, and suffering of 12 million Filipino expats.

If inflation is mismanaged or allowed to gallop for extended periods, it could lead to unrest and regime changes.

Of the 44 rich countries, 37 have seen their inflation rate double in a year. US inflation has hit 9 percent, the highest in 40 years.

In the first quarter this year, the average inflation in the 37 countries was at least double the inflation in the first quarter of 2020. In 16 of those 37, their inflation this year was four times the level of two years prior.

Among the countries studied, Turkey had by far the highest inflation rate in the first quarter of 2022: an eye-opening 54.8 percent. Turkey has experienced high inflation for years, but it shot up in late 2021

In 1933, Hitler took over as the leader because of Germany’s hyper inflation. We all know what Hitler did to the world.

“Financial distress, and inflation have the power to change the course of history,” says Palki Sharma in her show Gravitass.

“Inflation is often called the mother of political change,” she said in a recent show episode inflation.

Inflation brought down Jimmy Carter. Joseph Biden has become the most unpopular sitting US president, largely because of inflation. “His chances are inflation may seal the mid-term election,” says Palki.

Says Palki: “Currently, global inflation is over 7 percent, and food prices have gone up at least 7 percent. About 50 countries go to the polls this year and the next. These includes Brazil, Israel, Pakistan, Bangladesh, and Turkey if prices continue to rise, these leaders may find themselves out of office because rising prices can topple governments.

“They can also change the fate of a country, look at Venezuela it has the largest oil reserves in the world but where is it on the global map? It’s in the throes of a political crisis and inflation.

“In fact, hyperinflation between 1973 and 2022 prices in Venezuela have gone up 3,729 percent, let that sink in. And now allow me to also tell you this that this is not the worst number, in February 2019 inflation in Venezuela had reached wait for it—344,509 percent by then the Venezuelan currency was junk.

“They said using cash as toilet paper was more prudent than buying a roll. What happened then? More than six million Venezuelans have left home, that’s nearly 20 percent of the country’s population. And what was once the richest

country in Latin America is now struggling to stay relevant.

"No country wants to meet that fate. No country wants to be wiped out by inflation."

biznewsasia@gmail.com

7. "Pascual outlines DTI priorities"
by Ed Paolo Salting
The Manila Times
July 15, 2022

SECRETARY Alfredo Pascual revealed on Thursday his 10-point agenda that will mark the priorities of the Department of Trade and Industry (DTI) under his tenure, covering a wide range of concerns from micro, small and medium enterprises (MSMEs) to exports.

Speaking during the general meeting of the Management Association of the Philippines (MAP) in Shangri-La Hotel at The Fort in Taguig City, Pascual said his first to fifth priorities cover upscaling of MSMEs; fostering industries geared for domestic demand; promoting and supporting regional development; ensuring the availability of accessible and affordable food; and reconfiguring the Philippine export sector.

"MSMEs are the backbone of our economy, comprising 99.5 percent of business establishments in the country and employing 63 percent of the workforce. For MSMEs to grow and develop, we need to address the constraints in access to finance, technology and market," Pascual said.

He added the DTI also plans to develop agriculture-based manufacturing industries to empower local farmers and generate more rural-based employment opportunities; support digital transformation and innovation in industries through the establishment of the Center for Artificial Intelligence and the Industry 4.0 Pilot Factory; broaden the agency's One Town, One Product Program and other similar ones; improve food value chains for food security; and regroup Philippine export sectors to prioritize on latest trends.

Meanwhile, for the sixth to 10th priorities, he aims to enable jobs-skills matching and skills upgrading; improve ease of doing business; create an enabling environment for attracting investments and expanding exports; protect and empower consumers; and transform the agency into an agile organization.

"DTI will collaborate closely with the Department Ed (Department of Education), CHED

(Commission on Higher Education) and Tesda (Technical Education and Skills Development Authority) to continue implementing the Philippine Skills Framework to match students' skills development with the job requirements of industries. This will also be done while implementing the Philippine Skills Framework," Pascual said.

He added that the agency will also work toward easing regulatory burdens; foster better investment and competition environments; push for the immediate ratification of the Regional Comprehensive Economic Partnership Agreement and other trade agreements; enhance consumers' rights; ensure availability of basic and necessary products and commodities at reasonable prices; and cut bureaucratic layers in decision-making caused by hierarchical structures.

"In closing, I invite you all, my colleagues and friends in MAP, to join me in reigniting the private sector as our country's engine of growth. Run with me in resetting the momentum in a sustained marathon of sorts in order to revitalize Philippine commerce and strengthen the muscle of industry," Pascual said.

8. "Export priorities to be reconfigured"
by Catherine Talavera
The Philippine Star
July 14, 2022

MANILA, Philippines — The Department of Trade and Industry will continue to adopt an industry development-centric approach in growing the country's exports, according to DTI Secretary Alfredo Pascual.

"Since one of our top exports is coconut oil, we will also focus on helping the coconut industry become more globally competitive," Pascual said in a statement yesterday.

"We need to further develop our human capital and technological capabilities, modernize and streamline our supply chains, invest in infrastructure development, and provide an enabling regulatory and legal environment to enable our industries to compete and serve both domestic and global demands," he said.

Data from the Philippine Statistics Authority (PSA) showed that the country's exports grew 8.4 percent to \$31.87 billion from January to May.

In May alone, Philippine merchandise exports increased by 6.2 percent to \$6.31 billion.

Citing PSA data, the DTI said seven of the top 10 major commodity groups recorded an annual increase in export value.

"Specifically, it was led by coconut oil which surged by 180.5 percent, other mineral products by 32.9 percent, and chemicals by 23.6 percent," the DTI said.

The implementation of the Coconut Farmers and Industry Development Plan (CFIDP) with budget support amounting to P11.25 billion is expected to further boost the farmers' productivity and income.

CFIDP's components and programs cover health and medical, crop insurance, scholarships, training and farm schools, cooperative and association organization, hybridization operations, intercropping activities, dairy integration and shared processing facilities.

Meanwhile, the DTI said it would reconfigure its export priorities by focusing on clusters that offer strategic advantages to the Philippines and building on its current sectoral strengths and capabilities.

In a Cabinet meeting earlier this week, Pascual disclosed plans of reconfiguring the country's export sectors into three industry clusters that offer strategic advantages to the country, particularly industrial, manufacturing and transport (IMT); technology, media and telecommunication (TMT), and health and life science (HLS).

IMT covers aerospace such as aircraft interiors; maintenance, repair, and overhaul, as well as automotive and semiconductors.

Under the TMT cluster are digitization services, the business process outsourcing sector, artificial intelligence, analytics, cybersecurity, hyperscalers and creative industries.

In contrast, the HLS cluster covers biopharmaceuticals, medical devices, and healthcare services.

Other efforts to boost the export sector include the promotion of ore processing of green metals such as nickel, cobalt and copper before exporting them.

The reconfiguration of export industries into industry clusters is part of the DTI's 10 strategic priorities, presented by Pascual during the cabinet meeting.

9. "RCEP takes priority in Marcos admin – DTI" **by Catherine Talavera** **The Philippine Star** **July 15, 2022**

MANILA, Philippines — The Marcos administration will prioritize the participation of the country in the Regional Comprehensive Economic Partnership Agreement (RCEP), according to Trade Secretary Alfredo Pascual.

"RCEP is a priority of the administration. We have clarified this in one of our cabinet meetings," Pascual said during the general membership meeting of the Management Association of the Philippines (MAP) yesterday.

Pascual said the Department of Trade and Industry (DTI) would push for the immediate ratification of the RCEP and other free trade agreements (FTAs), saying the country has the least number of FTAs in the ASEAN region with only 10 FTAs.

This is in contrast to Singapore which signed 27 FTAs, Malaysia with 17, and Thailand, Indonesia and Vietnam with 15 each.

"These will diversify the country's exports in terms of products and services and country destinations and enhance the country's attractiveness to foreign investments," Pascual said.

"Most foreign investments in China, for instance, are export-oriented industries. They are from big multinationals having transferred their production facilities to China and using China as a production place," he said.

Pascual said that without FTAs and the RCEP, the Philippines would not be an attractive location for such types of export-oriented enterprises.

He said the push to ratify the RCEP is aligned with the DTI's strategic priority to create an enabling environment for attracting investments and expanding exports.

The RCEP is a multilateral trade agreement between and among ASEAN countries, including the Philippines, and China, Japan, South Korea, Australia and New Zealand.

It provides for an open, inclusive and rules-based trading system to promote deeper economic integration in the region.

The RCEP is expected to boost Philippine exports through enhanced market access in the region.

It would provide cheaper goods for production and manufacturing, as well as ensure transparent rules and clear mechanism for resolving trade issues and concerns, and also allow micro, small and medium enterprises to participate in the global value chain.

The proposed Senate resolution to confirm RCEP was not voted upon during the last session day of the 18th Congress, indicating that the RCEP was not ratified.

As part of its recommendations to the Marcos administration, the MAP earlier urged the government to immediately ratify and actively participate in the RCEP Agreement and other trade agreements to tap wider market opportunities that will diversify the country's exports in terms of products/services and destinations, and enhance the country's attractiveness to foreign investments.

While business community expressed support for the RCEP, agriculture stakeholders earlier opposed the country's participation in the agreement.

Over 101 agriculture groups earlier said the sector continues to be ill-prepared for free trade in the global market.

"Production costs are high. Basic support services and infrastructure are inadequate. Inputs, logistics and utilities are expensive. Marketing costs are prohibitive. Given these constraints, it will be difficult for us to compete with other RCEP members. Plus, we will be vulnerable to their cheaper exports, which are sometimes subsidized," they said in an earlier joint position paper.

10. "DTI: Start investing in EV parts supply by Raffy Ayeng Daily Tribune July 16, 2022

Setting up charging stations in strategic areas across the country would play a crucial role in the development of the local EV sector, otherwise, there will be no buyers as users cannot bring their EV outside Metro Manila.

Trade Secretary Fred Pascual has big plans for the domestic electric vehicle (EV) industry, calling on local suppliers to manufacture EV parts and components and investors to invest in EV in the country.

"I want Philippine manufacturers and small and medium enterprises to become suppliers of parts and components and to be part of the global value chain. We will come to a stage where we will assemble the vehicles here. However, we are not yet there because there are so many preconditions to bringing in vehicles here," Pascual told reporters at Thursday's Management Association of the Philippines membership meeting.

More importantly, the trade chief added that setting up charging stations in strategic areas across the country would play a crucial role in the development of the local EV sector, "otherwise, there will be no buyers as users cannot bring their EV outside Metro Manila."

He said the government had laid the groundwork to simplify the process of setting up manufacturing plants, including the passage of the Ease of Doing Business and Republic Act No. 11697 or the Electric Vehicle Industry Development Act (EVIDA) in May 2022.

The said law provides for a national policy framework to develop the electric vehicle industry in the Philippines, particularly for the shift to EV and for further attracting investments and creating high-value jobs.

On Monday, Chinese Ambassador to the Philippines Huang Xilian said that looking forward, China will continue to make an all-out effort to stabilize the sound development of the country's auto industry, promote the development of neighborhood EV and smart Internet-connected cars, and elevate the stability and competitiveness of the industrial chain.

The Department of Trade and Industry (DTI) offices in China, together with partners from the private sector, encouraged Chinese EV companies to invest in the Philippines in the light of the recent passage of the Electric Vehicle Industry Development Act (EVIDA) which paves the way for further government support for the development of this strategic investment priority sector.

The DTI said, "with the EVIDA's passage, (the Philippines) will be crafting a Comprehensive Roadmap for the Electric Vehicle Industry, which will be a national development plan for the EV industry to accelerate the development, commercialization and utilization of EV and the Electric Vehicle Incentive Strategy.

Mall-based charging stations

Meanwhile, Transportation Secretary Jaime Bautista expressed his support for Megaworld Lifestyle Malls' launching of the country's first-ever mall-based free charging stations for EV.

Bautista said Megaworld's initiative "will play a crucial role in fully realizing the goals of the recently enacted EVIDA and will continue to push for the expansion of EV usage in the country.

According to Secretary Bautista, establishing the national development plan for the EV industry is a big push for promoting electric vehicles in the country.

He added that the Department of Transportation would support and assist in advancing the said law or the Development of the Electric Vehicle Industry in the Philippines to provide sustainable transport alternatives to Filipinos.

MAP Talks on Youtube

Video Recording of July 14, 2022
MAP GMM

MAP General Membership Meeting on "DTI'S PRIORITY PROGRAMS"

Speaker:
Sec. ALFREDO "Fred" E. PASCUAL
Department of Trade and Industry (DTI)

July 14, 2022, Thursday, 12:00 Noon to 2:00 PM
Grand Ballroom A and B, Level 3, Shangri-La at the Fort

Video Recording of July 1, 2022
MAP Webinar

MAP CEO Academy Panel Discussion
A NEW AGE OF CAPITALISM IN THE PHILIPPINES – Part 2

July 1, 2022, Friday, 10:00 AM to 12:00 Noon via ZOOM

Speaker:
Dr. NICK POBLADOR
A Management and Economics Thought Leader
Retired UP Professor of Economics and Management

Panelists:
Mr. JOEY BERMUDEZ, Chair, Maybridge Finance and Leasing, Inc.
Mr. CLIFF EALA, President, Symstyle Limited

Co-Moderators:
Mr. VIC MAGDARAOG, Co-Chair for MAP CEO Academy, MAP HMDC, Senior Business Advisor, Advisory & Insights (A&I)
Dr. BEN TEEHANKEE, Co-Vice Chair for Social Justice, MAP ESG Committee, Professor, DLSU
Ms. ALMA JIMENEZ, President and CEO, Health Solutions Corporation
Prof. DINDO MANHIT, CEO and Managing Director, Straube Group

Video Recording of May 19, 2022
MAP GMM

MAP General Membership Meeting
INTEGRATING ESG IN THE WAY WE DO BUSINESS

MAY 19, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM

Speakers:
Mr. ANDREW CHAN, Vice President, Lead in ESG, PwC Malaysia
Mr. VINCENT KNEFFEL, Climate Economy Director, Pacific Credit Exchange
Ms. MA. ANTONIA YULO LOYAGA, President, National Resilience Council

EMCE:
Ms. AGNES A. GERVAICIO, Co-Chair Chair to Assessment, MAP ESG Committee, CEO, M&B Service

Q&A MODERATOR:
Atty. ALEXANDER B. CARRERA, Director-in-Charge, MAP ESG Committee, Chair, Business and ESG Centre, M&B Service & Co., PwC Philippines

Video Recording of April 29, 2022
MAP Webinar

GREEN EDSA MOVEMENT
PROTECTING THE EARTH. PRESERVING OURSELVES.
Doing what we need to do in celebration of Earth Month.

April 29, 2022, Friday, via ZOOM

Speakers:
Sec. JIM O. SAMPULNA, Secretary, Department of Environment and Natural Resources (DENR)
Atty. ANGELA CONSUELO S. IBAY, Head of Climate Change and Energy Program, World Wide Fund for Nature (WWF)
Ms. ANA MARGARITA MONTIVEROS, Vice President and Chief Regulation & Sustainability Officer, Pacific Equity Investments, Inc.
Atty. TONY LA VINA, Dean, Ateneo School of Government, Assistant Director, Manila Observatory

Moderators:
Mr. SANTIAGO F. DUMLAOG JR., President and CEO, Philippine National Bank
Ms. RACQUEL B. CAGURANGAN, Director, Green Edsa, World Wide Fund for Nature (WWF)

Video Recording of June 23, 2022
MAP GMM

MAP General Membership Meeting "ICT LEADERSHIP IN OUR NEW WORLD"

JUNE 23, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM

Speakers:
Dr. DAVID R. HARDOON, Managing Director, Asiatel Corporation
Ms. AILEEN JUDAN JAO, President and Country General Manager, USA Philippines, Inc.
Mr. PAUL WHITEN, Global Advocate, Red Hat Asia Pacific

Co-Moderators:
Mr. PATRICK D. REIDENBACH, Chair, MAP ICT Committee, President, SmartBusinessSolutions, Inc. (SB Solutions)
Mr. EDUARDO "Teddy" G. SUMULONG, Co-Vice Chair, MAP ICT Committee, Managing Director and CEO, Unit Registration Systems, Inc. (SARS)

Video Recording of May 2, 2022
MAP Webinar

SENTIMENT ANALYSIS
AI and Big Data for Reading Collective Minds

May 2, 2022, Monday, via ZOOM

Speakers:
Mr. WILSON I. CHUA, Managing Director and Founder, Future Gen Interactions Pte. Ltd. (Singapore)
Mr. ROGER DO, CEO, AutoPublic (Singapore)

Moderator:
Dr. BENITO L. TEEHANKEE, Co-Vice Chair for MAP CEO Academy, MAP HMDC, Professor and Head of the Business for Human Development Network, DLSU

Video Recording of April 29, 2022
MAP Webinar

PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT

April 29, 2022, Friday, 1:00 PM to 3:00 PM via ZOOM

Speakers:
Dir. RAQUEL B. ECHAGUE, Director for Resource-Based Industries Service, Board of Investments (BOI)
Mr. DANILO V. FAUSTO, President, DVF Dairy Farm, Inc.

Moderators:
Ms. CISCAR A. TORRALBA, Chair, MAP Ag-Business Committee, Chair and CEO, Team Holdings Corporation
Mr. CHARLIE P. VILLASOR, Chair, MAP Trade, Investment & Tourism Committee, Chair and CEO, PASA, TradeProcure and PASA Shared Services

Video Recording of April 27, 2022
MAP Lecture



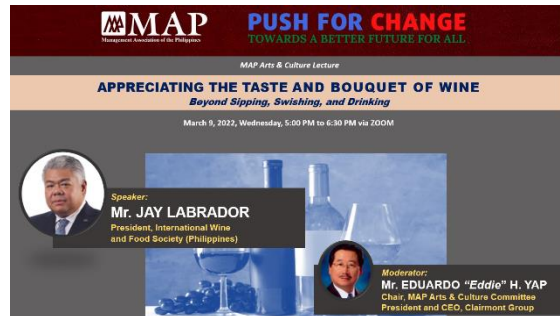
Video Recording of April 22, 2022
MAP Webinar



Video Recording of March 24, 2022
MAP General Membership Meeting

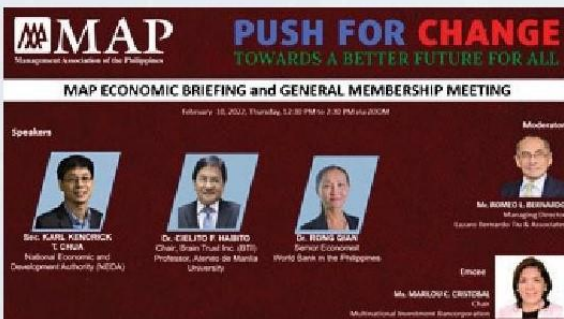


Video Recording of March 9, 2022
MAP Lecture



<https://www.youtube.com/user/TheMAPph>
<https://web.facebook.com/map.org.ph>

Video Recording of February 10, 2022
MAP Economic Briefing and General Membership Meeting

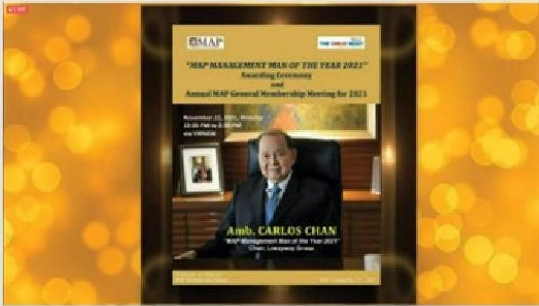


Video Recording of January 13, 2022
MAP Inaugural Meeting and Induction of MAP 2022 Board of Governors



<https://www.youtube.com/watch?v=gzfmOPOZ0k>

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=wIwo8hGMTpo>

Video Recording of 2nd MAP NextGen Conference



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

Happy Birthday to the following MAP Members who are celebrating their birthdays within July 1 to 31, 2022

JULY 1

1. **Atty. ELAINE MARIE "Elaine" M. COLLADO**
Country Director (Philippines) and Executive Committee (Singapore), Vriens & Partners Pte Ltd
2. **Mr. JOSE ENRIQUE "Joan" DELAS PEÑAS**
President and CEO, Manila Bankers Life Insurance Corporation

JULY 2

3. **Ms. FE SUSAN "Susan" Z. PRADO**
EVP, Development Bank of the Philippines (DBP)

JULY 3

4. **Mr. RICHARD ALLAN "Richard" BATES**
President and CEO, Manulife Philippines
5. **Mr. DONN D. GAMBOA**
President and CEO, White Cloak Technologies, Inc.
6. **Mr. SANJIV VOHRA**
President and CEO, Security Bank Corporation

JULY 4

7. **Mr. JOHN PATRICK "Patrick" Y. CHAN**
General Manager, The Bellevue Manila
8. **Mr. TEODORO "Junie" S. DEL MUNDO JR.**
Chief Executive, The EON Group
9. **Mr. JOSELITO "Lito" G. DIGA**
SVP and CFO, UNILAB, Inc.
10. **Mr. ELMER "Jojo" M. MALOLOS**
President and CEO, JG Digital Equity Ventures Inc.

JULY 5

11. **Mr. CARLO F. MATA**
Director of Philippine Operations, White & Case LLP

JULY 6

12. **Mr. BENEL D. LAGUA**
EVP and Chief Development Officer, Development Bank of the Philippines
13. **Atty. GIOVANNI "Vanni" H. MELGAR**
Chair and CEO, Melgar Brothers Holding Corporation
14. **Mr. ERNESTO "Ato" TANMANTIONG**
CEO, Jollibee Foods Corporation
15. **Dr. BENITO "Ben" L. TEEHANKEE**
Full Professor and Head of the Business for Human Development Network, De La Salle University (DLSU)

JULY 7

16. **Mr. ANTONIO "Jim-Jim" N. CHIU**
President, Coastal Highpoint Ventures, Inc.
17. **Mr. ALFREDO "Fred" E. PASCUAL**
Lead Independent Director, SM Investments Corp.
18. **Mr. HANS BRINKER "Hans" M. SICAT**
Managing Director and Country Manager, ING Bank N.V. Manila
19. **Mr. JOAQUIN "Jack" M. TEOTICO**
Managing Director, The Galerie Joaquin Group

JULY 8

20. **Mr. VICTOR "Vic" L. MAGDARAOG**
Senior Business Adviser, Advisory & Insights (A&I)
21. **Ms. JOLI CO WU, CUO**
Paramount Life & General

JULY 9

22. **Mr. JOSE ANTONIO "Tony" U. GONZALEZ**

23. **Mr. RICARDO "Ricky" P. ISLA**
CEO, Philippines AirAsia Inc.
24. **Mr. CESAR MARIO "Mario" O. MAMON**
Chair and President, Enchanted Kingdom, Inc.

JULY 10

25. **Ms. ROSANDREA "Rhea" GADDI**
26. **Mr. RAFAEL "Raffy" C. HECHANOVA JR.**
VP for Sales and Marketing, Concepcion-Carrier Air Conditioning Company
27. **Ms. ELAINE KUNKLE**
President and General Manager, Henkel Asia Pacific Service Center, Inc.
28. **Mr. PONCIANO "Chito" C. MANALO JR.**
President and CEO, SM Retail, Inc.
29. **Mr. ROMAN FELIPE "Manny" S. REYES**
Chair, Reyes Tacandong & Co. (RT&Co.)
30. **Ms. PATRICIA "Trixie" L. WHYTE**
Founder/Chair and President, Q2 HR Solutions, Inc.

JULY 11

31. **Engr. EULALIO "Euls" B. AUSTIN JR.**
President and CEO, Philex Mining Corporation

JULY 12

32. **Dr. JOSE RENE "Rene" C. GAYO**
Executive Director, Agro-Industrial Technology and Enterprise Center
33. **Mr. FELIPE U. YAP**
Chair and CEO, Lepanto Consolidated Mining Company

JULY 13

34. **Mr. MIGUEL ANTONIO "Miguel" C. GARCIA**
President and CEO, DTSI Group

JULY 14

35. **Mr. CHITO S. MANIAGO**
36. **Mr. MANUEL "Manny" V. PANGILINAN**
Chair, PLDT Group

JULY 15

36. **Ms. ELVIRA "Rina" L. BAUTISTA**
President, Knowledge Channel Foundation Inc.
37. **Mr. ALEJANDRO G. COGOLLOS**
Strategic Planning VP, Cemex Holdings Philippines
38. **Mr. DANILO "Danny" R. DEEN**
Senior Partner, ACCRALAW
39. **Ms. CAMILA "Camil" G. KITANE**
President, CGKformaprint, Inc.

JULY 16

40. **Amb. JOSE "Joey" L. CUISIA JR.**
Chair, The Covenant Car Company Inc.
41. **Cong. JUAN "Jack" C. PONCE ENRILE JR.**
Vice Chair, JAKA Investments Corporation
42. **Atty. CHRISTIAN "Chris" S. MONSOD**
Founding Chair, Legal Network for Truthful Elections, Inc. (LENTE)
43. **Atty. JOSE RONALD "JRJV" V. VALLES**
VP and Head for Regulatory Management, MERALCO

JULY 17

44. **Ms. CELINA SALDANA BAUTISTA**
President, CNM Properties & Holdings, Inc.

- 45. **Dr. JESUS “Jess” G. GALLEGOS JR.**
Emeritus Professor, Asian Institute of Management
- 46. **Ms. AURORA “Baby” C. IGNACIO**
President and CEO, Social Security System (SSS)
- 47. **Ms. RUTH YU OWEN**
President and CEO, Upgrade Energy Philippines, Inc.
- 48. **Mr. CESAR L. SISON**
- 49. **Mr. RAMON “Mon” L. ZANDUETA**
President and CEO, Marsh Philippines, Inc. (MPI)

JULY 18

- 50. **Mr. LUCIEN “Luc / Lucien” C. DY TIOCO**
EVP, Philstar Media Group
- 51. **Dr. LYDIA B. ECHAUZ**
- 52. **Don JAIME ZOBEL DE AYALA**
Chair Emeritus, Ayala Corporation

JULY 19

- 53. **Mr. RAMON “Mon” D. DEL ROSARIO**
Business Development Director - APAC, Amber Kinetics
- 54. **Mr. BERNARD VINCENT “Bobby” O. DY**
President and CEO, Ayala Land, Inc.
- 55. **Mr. JOSE ARTURO “Jay-Art” M. TUGADE**
President - Products and Services, Perry's Fuel Distribution Inc.

JULY 21

- 56. **Mr. REUBEN “Beng” S.J. PANGAN**
President, Air21 Global Inc.

JULY 22

- 57. **Arch. CARMELO “Meloy” T. CASAS**
President and CEO, Casas+Architects, Inc.

JULY 23

- 58. **Atty. EMILIO “Emil” B. AQUINO**
Chairperson, Securities and Exchange Commission
- 59. **Mr. VIRGILIO BRIGIDO “Nonoy” G. ESPELETA**
President, Famcor Franchise Management and Executive Development Corporation
- 60. **Mr. MEDEL “Ding” T. NERA**
Director, House of Investments, Inc. (a YGC Member)

JULY 25

- 61. **Mr. REYNALDO “Ronnie/Rey” A. DE DIOS**
Risk Management Consultant, R. A. de Dios & Co.
- 62. **Mr. ANTONIO JAIME JOSE “JJ” V. FERNANDEZ**
COO, Menarco Development Corporation
- 63. **Mr. RAMON “Raymond” D. RUFINO**
President and CEO, NEO

JULY 26

- 64. **Mr. DONALD MORRIS**
Country Manager Philippines, Cathay Pacific Airways Limited
- 65. **Dr. MARY ANN P. SAYOC**
Lead Public Affairs, East-West Seed Group
- 66. **Mr. ENRIQUE MIGUEL “Rikks” C. VALLÉS**
President and COO, Mida Food Distributors, Inc.
- 67. **Mr. JAY YUVALLOS**
President, YZ Global Resources, Inc.

JULY 27

- 68. **Dr. FIORELLO “Toto” R. ESTUAR**
Chair and President, FR Estuar and Associates
- 69. **Mr. MANUEL “Manny” D. RECTO**
Nominee, MDR Securities, Inc.
- 70. **Mr. ROLAND U. YOUNG**
Chair, RUY Corporation

JULY 28

- 71. **Mr. EDWIN LL. UMALI**
President and COO, Mabuhay Vinyl Corporation
- 72. **Mr. WINSTON P. UY**
President, Universal Leaf Philippines, Inc.
- 73. **Mr. VICTOR “Vic” B. VALDEPEÑAS**

JULY 29

- 74. **Mr. LAWRENCE “Larry” L. CHENG**
Managing Director, Majestic Press Inc. / Majestic Packaging Products Corp.
- 75. **Mr. JOSE “Nono” C. IBAZETA**
Consultant, A. Soriano Corporation
- 76. **Mr. EMILIANO “Third” LIBREA III**
Business Executive Officer, PalawanPay

JULY 30

- 77. **Mr. SENEN C. BACANI**
President, ULTREX Management and Investments Corporation
- 78. **Mr. BENEDICT S. CARANDANG**
VP for External Relations, First Circle
- 79. **Mr. PHILIP “PG” A. GIOCA**
Country Manager, Jobstreet.com Philippines Inc.
- 80. **Mr. HIGINIO “Joey” O. MACADAEG JR.**
President, United Coconut Planters Bank (UCPB)
- 81. **Mr. SENEN “Bing” L. MATOTO**
Independent Director, Yuanta Savings Bank
- 82. **Mr. ANTHONY “Tony” K. QUIAMBAO**
President and CEO, STRADCOM Corporation

JULY 31

- 83. **Ms. MICHELLE CHAN**
COO, Mega Fishing Corporation
- 84. **Mr. LORENZO “Larry” T. OCAMPO**
President and CEO, City Savings Bank, Inc.
- 85. **Mr. ISMAEL “Mike” R. SANDIG**
Director, AIMS Realty Development and Leasing Corp.

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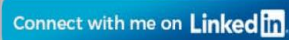
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