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PROGRAM

(As of September 10, 2022, 4:00 PM)

7:30 – 8:30 AM

REGISTRATION / NETWORKING / BREAKFAST / SNACK

8:30 – 9:00 AM

OPENING CEREMONIES

Call to Order

Invocation

Philippine National Anthem

Messages from the Co-Presentors

Mr. WILFREDO “Willy” G. REYES

Editor-in-Chief, BusinessWorld Publishing Corporation

Mr. JESUS “Boboy” C. ROMERO

COO, Converge ICT Solutions, Inc

Mr. FRANCIS GILES “Giles” B. PUNO

President and COO, First Gen Corporation

Opening Remarks from the MAP President

Sec. ROGELIO “Babes” L. SINGSON

President and CEO, Metro Pacific Water

Former Secretary, Department of Public Works and Highways (DPWH)

Message from the MAP CEO Conference Chair

Usec. ALMA RITA “Alma” R. JIMENEZ

President and CEO, Health Solutions Corporation

Former Undersecretary, Department of Tourism (DOT)

Conference AVP Theme-setter

The pandemic did not only jumpstart a hybrid workplace – it redefined the relationship between the employers and their workforce. Prior to the health crisis, many conversations were already taking place about the need for work-life balance, and the prolonged lockdowns proved that. Such issues will be covered in this session.

If the ‘great resignation’ has taught employers anything, it’s to not take their workers for granted. Yet many companies risk doing exactly that—whether it’s by not paying close enough attention to skilled workers who are at elevated risk of quitting, by failing to support workers who seek personal fulfilment and meaning at work, or by missing opportunities to build the trust that so often leads to positive outcomes at the personal, professional and even societal levels.

“BLENDING OF PHYSICAL AND DIGITAL: Managing the Blurring Lines in a Hybrid Workplace”



Mr. MARK KOZIEL (USA)
President and CEO
Allinial Global

Mr. Koziel became President and CEO of Allinial Global in August 2020 after 14 years with the American Institute of Certified Public Accountants (AICPA). In addition to leading a team of 27 staff members, he was responsible for strategic planning, financial performance, and the AICPA’s overall growth and success.

From the beginning of his career at a large local accounting firm in Buffalo, New York, to his tenure as Executive Vice President of Firm Services at the AICPA, he has been a leader and consistent advocate for CPA firms. Well known and highly regarded within the profession, he has appeared among the Top 10 of Accounting, Today’s Top 100 Most Influential People in Accounting and has been named to the International Accounting Bulletin’s Global Accounting Power 50 List.

REACTORS:

Atty. EMERICO “Rico” O. DE GUZMAN
Overall Chair, MAP Human & Management Development Committee
Of Counsel, ACCRALAW

Ms. LORELIE “LQ” QUIAMBAO OSIAL
President and CEO, Pilipinas Shell Petroleum Corporation

MODERATOR:
Dr. DONALD P. LIM
Governor-in-Charge, MAP CEO Conference Committee
COO, DITO CME Holdings Inc.

Poll No. 1

Video No. 1 on the 2022 PwC-MAP Philippine CEO Survey

KnowledgePartnership

Results of the 2022 PwC-MAP Philippine CEO Survey

Ms. MARY JADE “Jade” T. ROXAS-DIVINAGRACIA
Managing Partner for Deals and Corporate Finance
PwC Philippines/ Isla Lipana & Co.

Poll No. 2

Video No. 2 on the 2022 PwC-MAP Philippine CEO Survey

Business losses were tremendous in the aftermath of the worst global crisis in this generation, but there were also winners. Those that enabled the digital transformation by quickly scaling their operations and supporting changing market demand benefited; but just as we thought we can start the recovery process, the geopolitical landscape shifted with the war between Russia and Ukraine, causing another global disruption.

This session will showcase the speaker's analysis of the impact of the global crises, and his views on the prospects of recovery and growth which will greatly contribute in planning future directions. His role as the key advisor for new investment opportunities and portfolio companies of OpenSpace in the Philippines makes him an influential thought leader whose perspective will sharpen the focus of businesses navigating the turbulent pandemic seas and geopolitics.

Business Trends

“BUSINESS STRATEGIES: Viewing the Changed Landscape with a New Lens”



Mr. STEPHEN CUUNJIENG *(Philippines)*
Adviser
OpenSpace Ventures +

Mr. Cuunjieng is an independent director and adviser to several companies. Prior to retiring last March, he was employee no. 1 in Asia for Evercore (NYSE:EVR) which is considered the leading independent advisory investment bank by advisory market share in the USA and one of the leading advisory investment banks globally. He served as its Chair and CEO for Asia besides being a Senior Managing Director of the firm. In 2016 which was 5 years after it formally started operations in Asia in HK, Evercore Asia was selected by The Asset as the leading advisory firm in Asia.

Prior to Evercore, he was Vice Chair, ASEAN and Senior Managing Director at Macquarie Capital in HK. Before that, he held Managing Director or Director positions in HK and elsewhere for Merrill Lynch, Salomon Brothers, Morgan Grenfell and PCIBank. From 2005 to 2021, transactions he personally led won 14 Deal of the Year awards. He has been given additional awards and distinctions, including being one of only four Asians and the only Filipino selected in Euromoney's "Top Fifty Under Forty" in Banking and Finance in 1999 and was one of "100 Emerging Market Superstars" listed by Global Finance in 1994. Offices he led also won country and regional awards for best investment bank from IFR, Euromoney, Finance Asia and Asia Money. He is also on the Asia Advisory Board of the Wharton School.

He graduated from Ateneo de Manila University and the Ateneo School of Law, and has an MBA from the Wharton School of the University of Pennsylvania.

REACTORS:

Dr. CIELITO "Ciel" F. HABITO
Governor, MAP; Chair, Brain Trust Inc. (BTI)

Mr. JESUS CARLOS "Charlie" P. VILLASEÑOR
Chair, MAP Trade, Investments and Tourism Committee
Chair and CEO, PASIA, TransProcure and PASIA Shared Services

MODERATOR:

Mr. JUNIE DEL MUNDO
Vice Chair, MAP CEO Conference Committee
Chief Executive, The EON Group

Poll No. 3

Video No. 3 on the 2022 PwC-MAP Philippine CEO Survey

Thought Accelerators – Trends and Reforms

Global efforts are underway to institute tax and capital market reforms that can deliver a balance of equity, growth and sustainability. It is important for the business community to be aware of, even participate actively in these discussions to institute new tax policy and capital market structures that will ultimately affect their organizations. Management executives should therefore learn how to address the challenges of these complex reforms.

Investments and Capital Markets

“TRAWLING THE CAPITAL MARKETS: What it Takes to Attract Investments”



Atty. JAMES F. GRANDOLFO, JR. (Hongkong)
Partner
Milbank LLP

Atty. Grandolfo heads Milbank’s HK office and is a member of Milbank’s Global Capital Markets Group. He has over 25 years’ experience representing issuers and investment banks in a variety of debt, equity and equity-linked capital markets transactions, including high-yield and investment-grade debt issuances, initial public offerings, a variety of liability management exercises, Rule 144A and Regulation S transactions, and SEC-registered offerings.

Active throughout Asia, including in many of its emerging and frontier markets, he is especially sought out for his experience in India and the Philippines. His experience spans a wide range of sectors, including finance, renewable, conventional and new power and energy, real estate, hospitality and gaming, TMT, infrastructure and logistics, among others.

In addition to his recognition in Chambers and Legal 500, he is also listed as a leading lawyer in HK in Debt Capital Markets and Equity Capital Markets within IFLR 1000, and is recognized as an International A-list lawyer for India in the most recent edition of India Business Law Journal.

He is Vice Chair of the International Securities Law Committee of the American Bar Association as well as co-chair of the Practising Law Institute’s Annual Institute on Corporate & Securities Law in HK.

Structural Challenges

“GLOBAL TAX REFORMS: National Implications of Long-Term Structural Challenges, Trends and Policy Directions”



Adj. Professor T Y SIM (Singapore)
(Former Consultant to the United Nations)

- Member, International Association of Tax Judges
- Member, Experts List, Foundation for International Tax Disputes
- Consultant to United Nations; Asian Development Bank
- Adj. Professor, SG University of Social Science
- Senior Advisor, University of Vienna, Global Tax Policy Centre

Prof. Sim is passionate in international taxation who combines academic research with practical industry experience, having served as Regional Vice President (Europe, Middle East, Africa, Asia and Latin America) of TEI, the largest tax professional association with more than 7,000 members globally, and led global teams and regional teams at a European FTSE 100 and Forbes 50 US MNE. He also serves on a number of boards.

REACTORS:

Atty. EMMANUEL “Noel” P. BONOAN
Vice Chair and COO, KPMG R. G. Manabat & Co.

Atty. ALEXANDER “Alex” B. CABRERA
Governor-in-Charge, MAP Tax Committee
Chairman Emeritus and ESG Leader, PwC Philippines/ Isla Lipana & Co.

MODERATOR:

Atty. BENEDICTA “Dick” DU-BALADAD
Chair, MAP Tax Committee
Founding Partner and CEO, Du-Baladad and Associates (BDB Law)

Poll No. 4

Video No. 4 on the 2022 PwC-MAP Philippine CEO Survey

2:20 PM – 3:00 PM

FlashPoint – Insights and Implications

The pandemic highlighted the issues of climate change and the need for business to do its part in ensuring a better future for the next generation. The recognition of ESG as integral to the management of business is a concrete step in this direction. Prior to the health crisis, many conversations were already taking place about green initiatives and blue financing. Given the many natural disasters occurring, this session will tackle these conversations which need to be translated to action.

ESG (Environmental, Social and Governance)

“THE FUTURE OF BUSINESS IS BLUE AND GREEN”



Dr. NICOLAS PASCAL (France)
CEO and Executive Director
Blue Finance

Dr. Pascal is a former investment banker, marine scientist, entrepreneur and current Director of the Blue Finance, developing blended finance solutions for marine conservation, livelihood enhancement and climate change resilience.

His expertise combines marine science, economics, finance and policy; all aimed at protecting marine ecosystems in developing countries. His more than 50 economic studies, scientific publications and technical reports on ecosystem services of coral reefs have been used globally to inform and convince policy-makers.

On the business side, his former positions include investment director and project developer for multinational companies as well as founder and CEO of a B2B company. He holds a PhD in Marine Ecology and an MBA.

MODERATOR:

Dr. FEDERICO “Poch” M. MACARANAS
Member, MAP CEO Conference Committee
Adjunct Professor, Asian Institute of Management (AIM)

Poll No. 5

Video No. 5 on the 2022 PwC-MAP Philippine CEO Survey

3:10 PM – 3:25 PM

COFFEE BREAK

- The Closing Keynote

This session will feature the issues covered in this year's Global Workforce Hopes and Fears survey, the third in a series since 2019. Power is a central theme of the findings in this year's survey, which draws from more than 52,000 workers across 44 countries and territories and is one of the largest such surveys conducted.

Workforce Development

“Global Workforce Hopes and Fears 2022”

Mr. BHUSHAN SETHI (USA)
 Joint Global Leader, People & Organization
 PwC USA

Mr. Sethi is a global practice leader, pragmatic strategist and practitioner with a demonstrable track record of working with financial institutions and leading global organizations to design and implement integrated business and workforce strategies that enable sustainable business, customer, financial and regulatory outcomes. He also serves as an Adjunct Professor for NYU Stern School of Business, where he teaches a strategy consulting class to MBA students.

He is an award-winning thought leader and media spokesperson on *“Future of Work”* and has been featured in WSJ, FT, Bloomberg, CNBC, Forbes, BBC and The Economist. He is a current member of councils for both World Economic Forum - Skills and Education, and G20/T20 - Future of Work.

He currently resides in New York City, and has lived and worked in Europe, Asia and the US.

REACTORS:

Mr. JOSE RENE GREGORY “Rene” D. ALMENDRAS
 President & CEO, AC Infrastructure Holdings Corporation

Ms. RIZALINA “Riza” G. MANTARING
 Past President, MAP; Board Director, Sun Life Grepa Financial Inc.

MODERATOR:

Ms. MARY JADE “Jade” T. ROXAS-DIVINAGRACIA (?)
 Managing Partner for Deals and Corporate Finance
 PwC Philippines / Isla Lipana & Co.

CLOSING CEREMONIES*Conference Summary/Highlights*

Mr. JUNIE S. DEL MUNDO
 Vice Chair, MAP CEO Conference Committee
 Chief Executive, The EON Group

RAFFLE

Dr. DONALD P. LIM
 Governor-in-Charge, MAP CEO Conference Committee
 COO, DITO CME Holdings Inc.



Two years and more of bruising pandemic and the world is eager to start living again, changed environment notwithstanding. We brace ourselves for the lengthy process of crossing over to a more stable recovery path and regaining the balance we seem to have lost in the crisis, even as we hope that we are now on the endemic phase of the health crisis.

THERE ARE WINS...

The pandemic ushered in changes that took too long to implement – 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 big winners

There are businesses that found their momentum in this crisis – big pharma, fulfillment services, fintech, digitech, streaming platforms – all these became quickly mainstreamed into the different normal.

... as much as there are also swings and misses.

The casualties are industries like tourism and travel, hospitality and leisure, entertainment – and the long value chain that comprise their business ecosystems. Hardest hit are micro and small enterprises that do not have enough runway to withstand the reversals that the lockdowns caused.

TRANSITIONS: Living in the world of in-betweens

We are in the midst of transition – that period of perhaps one to two years (*hopefully not longer*) to gain our bearings and regain the losses. It is time to move forward. Enriched by the lessons that were taught to us by our collective experience, the way will mesh the old and the new, with the opportunities for do-overs.

It is no longer possible to wipe the slate completely clean, but we can build upon the wins that were posted, even as the lessons from those that did not come up to expectations or failed are examined to strengthen resilience.

CEO CONFERENCE TO-DO-LIST: Managing organizational transitions process

The MAP 20th International CEO Conference is designed to provide inputs that will inform the planning activities of decision-makers in organizations intent on establishing a roadmap for the future of business. A critical component is managing the transitions – the short- and the medium-term that will pave the way for a more stable operation in the long-term.

The sessions will provide touchpoints – insights from the government, the ongoing global conversations on structural reforms, workforce development, and ESG initiatives and their implications on local and regional competitiveness.

The 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.