

*“MAPping the Future” column in the INQUIRER*

***“Gold-rated EDSA BRT:  
Goodbye to commutergeddon”***

*November 14, 2022*

Mr. EDUARDO “Eddie” H. YAP

A stunning 62% of Filipinos aspire to own a car, the survey for NEDA's Ambisyon 2040 revealed. If the wish is realized, streets will be overwhelmed and traffic gridlock will be the norm, aside from worsening air pollution. There is little doubt that the great difficulty experienced by commuters in their daily commute, often in humiliating conditions, during the past many decades influenced this mindset, further fostered by the car-centric policy of urban

managers where road space is prioritized for cars, instead of people mobility through mass transit as called for in the National Transport Policy of 2017.

While Metro Manila (MM) and other urbanized cities in the country wallowed in daily traffic congestion and inefficient public transport up to the onset of the COVID-19 pandemic in 2020, great strides in urban bus transit were being made abroad.

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*“MAP Insights” column in BUSINESSWORLD*

***“Inclusive Business for  
an Inclusive ASEAN”***

*November 15, 2022*

Ms. MA. AURORA “Boots” D. GEOTINA-GARCIA

Last November 8 to 13, 2022, the 40th and 41st ASEAN Summit was held in Cambodia with the theme “ASEAN A.C.T: Addressing Challenges Together,” underscoring ASEAN's spirit of “Togetherness” as one community and the common will in its collective endeavor to address and overcome challenges facing the region.

Under this theme, Cambodia, the current Chair, will build on the achievements of the previous chairmanships and steer ASEAN's collective efforts to accomplish its important tasks,

especially in expediting the building process of an equitable, strong, and inclusive ASEAN Community.

The 2022 theme brought me back to the ASEAN Summit in 2017 when the Philippines was ASEAN Chair. That year was a milestone for equality and inclusivity as ASEAN Leaders took big strides in prioritizing and emphasizing the importance of women's economic empowerment and inclusive business.

In August 2017, during the Women's Business Conference in Manila, the Manila Statement was *(continued on page 3)*

**"Gold-rated EDSA BRT:  
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*(from page 1)*

**Runcorn busway, a game changer**

As early as 1971, the busway was introduced in Runcorn, England, with a guided corridor dedicated for public buses. Protection against intrusion by other vehicles was provided by physical elements delineating its edges for self-governing control. Another feature is the alignment of the busway away from traffic conflict lanes at the curb side where the path of buses is obstructed by parked vehicles or by cars turning to and from driveways and side streets. The novel busway achieved quantum improvement in bus service with greater efficiency, faster travel time and higher passenger throughput that became a game changer in urban mass transit. A British group continues to promote the development of busways.

**Curitiba BRT: trailblazer**

In 1974, the Runcorn busway evolved into a full bus rapid transit, or BRT, in Curitiba, Brazil, with enhancements that further improved efficiency to become the most cost-effective urban mass transit system in lieu of rail. The features of this system became the model of the BRT. The TransMilenio BRT in Bogota, Columbia was introduced in 2000 with scaled-up capacity to meet demand of its more populous city. Other BRTs followed throughout the world. Latest data show 182 cities have BRTs with a total length of 5,539 km carrying 31.6 million passengers daily.

**EDSA busway**

On June 1, 2020, or half a century after Runcorn, the first busway dedicated for bus service running on a "Carousel" line was finally introduced along the median of EDSA in response to private sector advocacy. This busway was offered as a solution to the inefficient yellow bus lanes at the curb side. This busway meets the basic features of the Runcorn busway, but not of a BRT. After two years of pilot testing, it is evident that the EDSA busway has proven its worth with faster travel time; daily average ridership of 350,000 with just 550 buses compared to the previous 3,500 buses and minimal capital cost. Finally, buses no longer contribute to traffic congestion on EDSA. But this busway is a work-in-progress taking too long to complete and its stations being overwhelmed by resurgent passenger demand.

**Privatization of EDSA busway**

The rationale for privatization of the EDSA busway and its development into a full BRT is simple, yet compelling. The impressive performance of the busway, notwithstanding the many handicaps and gross under-investment,

provides the impetus for its full development. EDSA has the highest commuter density in MM and a high-capacity busway is essential to supplement the MRT3 line, while serving as backup when train service is disrupted. However, the government faces budgetary constraints and the procurement process is tedious, when time is of the essence. Public-private partnership is the logical option. In the hands of a private concessionaire, the uncompleted busway can be quickly completed and optimized by upgrading it to BRT standards conformably with the laudable policy direction provided by transportation secretary Jaime Bautista, and as clamored by the private sector. The timing for private participation could not be better as the implementing rules of the amended Build Operate Transfer Law have been released.

**Global BRT Institute**

An important factor for the standardized development and operation of BRTs is the existence of the Institute for Transportation Development Policy (ITDP), a global NGO based in New York City. A technical committee composed of globally renowned experts in BRT develops the BRT Standard and ensures its credibility and relevance through periodic review and revision.

**Importance of BRT standard**

The BRT standard provides a common definition of bus rapid transit and ensures that such systems more uniformly deliver world-class passenger experiences, significant economic benefits, and positive environmental impacts. The BRT standard provides a framework for system designers and decision makers for sustainable bus transport systems. The standard consists of 6 different standards each with a set of elements and scores. These can conveniently and credibly provide the bases for the terms of reference (TOR) in the bidding of the busway system concession and its contract terms, as well as form part of the performance metrics for an objective basis to evaluate proponent's proposal and compliance thereof.

**BRT scorecard**

BRTs are scored and rated against the 6 standards with aggregate score of 100 points. Basic BRT design standard has 38 total points, bus service planning standard has 19 points, infrastructure has 13 points, stations design has 10 points, communications has 5 points, and access and integration has 15 points. Each of these 6 standards has specified elements, each with a corresponding score. For example, the 38-point Basic BRT standard has five elements, i.e., dedicated right-of-way with 8 points, busway alignment with 8 points, off-board fare collection with 8 points, intersection treatment with 7 points

and platform level boarding with 7 points. The other 5 standards similarly have elements with their corresponding points.

### **Hierarchy of BRT best practice**

BRTs worldwide are certified with ratings ranging from Basic, Bronze, Silver and Gold. A BRT corridor with a minimum length of 3 kms must garner 85 to 100 points of the standard to deserve gold rating attesting to its having attained the highest operational performance and efficiency, while providing service of high quality. Some examples are the Curitiba Linea Verde in Brazil, three lines of the TransMilenio Bogota BRT and Guangzhou BRT in Guangdong, China. A corridor with silver rating must have 70 to 84 points. Examples are Xiamen in Fukien and Koridor 1 of TransJakarta. Bronze rating requires 56 to 69 points. A Basic BRT must have 18 to 55 points. The EDSA busway has not been rated and is not a BRT.

### **Gold standard EDSA BRT**

EDSA is ideal for a BRT and 85 minimum points for gold rating is attainable. EDSA is the top of the ten densest traffic corridors in MM and has the features of an expressway as major intersections have been provided with flyovers. The MRT3 train line runs on the median and the busway alignment is adjacent to it, while its starboard edge is defined with physical barriers, thereby providing self-governing control. Some physical obstacles exist but are not insurmountable.

Under a private concessionaire, MM may soon have a gold-rated BRT in EDSA for the convenience of commuters and the pride of our country for finally joining the rest of the modern world with a BRT. Motorists may even be convinced to take the bus and this will help decongest EDSA. Indeed, a new age in bus transit is dawning on EDSA.

*(The author is Chair of the Infrastructure Committee of the Management Association of the Philippines (MAP) who advocated the EDSA busway on August 26, 2015 as replacement for the yellow bus lanes as the then chair of MAP Traffic, Transportation and Infrastructure Committee. This article is aligned with the public transportation policy of the MAP. Feedback via <map@map.org.ph> and <edyap2@gmail.com>).*

### **"Inclusive Business for an Inclusive ASEAN" . . .** (from page 1)

delivered and the Action Agenda on Women's Economic Empowerment (AAWEE) was launched and adopted in the same year by the ASEAN Leaders. Also in 2017, the ASEAN Leaders called for greater emphasis on creating an enabling environment for Inclusive Business. Fast forward to today, I was fortunate to participate in a regional gathering – the 5th

ASEAN Inclusive Business (IB) Summit in Siem Reap, Cambodia to talk about how IB creates an impact and helps empower women economically in ASEAN.

In the session entitled "Delivering Impact through Women in IB," we discussed different models, best practices, and actions required to accelerate impact on women through IB. Allow me to share some of my insights and recommendations in that panel.

### **Empowering Women in the Bottom of the Pyramid**

Women who participate in the value chain as suppliers or producers have the ability to generate their own income, contribute to household finances, and eventually build their personal wealth. Beyond economics, women entrepreneurs will not only be financially empowered but also develop their self-esteem and confidence. Female entrepreneurs could also improve on their social skills as doing business will require them to deal with their employees, their own suppliers, banks, funding sources, and government agencies with whom they must develop relationships.

Women who are gainfully employed will also become financially independent, have the purchasing power and capacity to participate in the value chain as consumers and clients of women MSMEs themselves. This creates a significant impact on the economy, given that majority of the purchasing decisions in households are made by women. However, women need equal access and opportunity for employment and become successful professionals through gender-sensitive policies of employers.

Among many concrete examples, I spoke about ASEAN Access where the Philippine Women's Economic Network (PhilWEN) was designated by the Department of Trade and Industry as Network Partner. ASEAN Access is an online portal serving as the first port of call for ASEAN SMEs and other businesses for information on trade and market access in ASEAN. The portal is overseen by the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) specifically to support MSMEs with ambitions to go international and expand their markets in the region.

### **Recommendations and Questions for the Public and Private Sectors**

Here are some recommendations and questions to ponder on if we are serious about making inclusive business work for women.

- **Mainstreaming women's economic empowerment in policies and providing incentives for inclusive business practices.** Companies should encourage their bidders to

provide information on the gender ratio of employees, officers, and board members, the percentage of goods and services purchased from women MSMEs, among others, as part of data requirements. Banks can also encourage loan applicants to submit data on their gender policies. Such practices could motivate companies to increase women's representation in their workforce and supply chains.

- **Financing programs that allow for smart gender investing** in women-owned and women-led enterprises can enhance women's access to finance. Many creative and "out of the box" business concepts are often developed by women.

- **Programs that value and promote gender-responsive procurement** or the selection of services, goods, and civil works are necessary in creating resilient and expansive enterprises. Do our governments have gender-based procurement policies where a percentage of procurement is allocated for goods and services to women-owned and led businesses? Similarly, the private sector can intentionally invite women to participate in their value chain to supply their needs.

- **Flexible working arrangements:** Do companies have women-friendly workplace policies and practices that recognize the double burden of unpaid care work so that women can remain employed, be economically independent, and have the purchasing power to buy goods and services sold by women entrepreneurs?

- **Provision of support to business and industry association,** such as the ASEAN Women Entrepreneurs' Network (AWEN) and PhilWEN that extend assistance for women to access the marketplace and provide for opportunities in the ASEAN supply chain network.

- **Networking and mentorship opportunities.** Are organizations and coalitions open to forging efforts, which promote networking and mentorship activities?

## **An All-ASEAN Approach**

While the private sector can do much more to scale up inclusive business and strengthen gender-inclusiveness, ASEAN institutions must also demonstrate clear commitment to strengthening women economically by establishing the legal framework for inclusive business and introduce policies that help women out of poverty.

Development partners play a significant role in coordinating and strengthening the conditions in which women-inclusive businesses can grow like acting as financiers, since the more innovative women-inclusive initiatives often come from social enterprises.

Not one organization or one sector alone but an all-ASEAN approach is key to achieve the vision of ASEAN for inclusivity.

Women are over-represented among the poor. It's about time we make women the core constituent of inclusive businesses.

*(This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP. The author is member of MAP ESG Committee, and MAP Diversity & Inclusion Committee. She is Vice Chair of ICD, Founding Chair and President of PHILWEN and President of Mageo Consulting Inc., a corporate finance advisory services firm. Feedback at <map@map.org.ph> and <magg@mageo.net>.)*

Business Features Editor  
 Doris Dumalao-Abadilla

# PHILIPPINE DAILY INQUIRER BOARD TALK

## Gold-rated Edsa BRT: Goodbye to 'commutergeddon'

**A**stunning 62 percent of Filipinos aspire to own a car, the survey for National Economic Development Authority's Ambisyon 2040 revealed. If the wish is realized, streets will be overwhelmed and traffic gridlock will be the norm, aside from worsening air pollution. There is little doubt that the great difficulty experienced by commuters daily influenced this mindset, further fostered by the policy of urban managers to prioritize cars instead of people mobility through mass transit. While Metro Manila and other urbanized cities in the country wallowed in daily traffic congestion and inefficient public transport up to the onset of the COVID-19 pandemic in 2020, great strides in urban bus transit were being made abroad.

### Runcorn busway, a game changer

As early as 1971, the busway was introduced in Runcorn, England, with a guided corridor dedicated for public buses. Protection against intrusion by other vehicles was provided by physical elements delineating its edges for self-governing control. Another feature is the alignment of the busway away from traffic conflict lanes at the curb side where the path is obstructed by parked vehicles or cars turning to and from drive-ways and side streets. The novel busway achieved quantum improvement in bus service with greater efficiency, faster travel time and higher passenger throughput that became a



### MAPPING THE FUTURE

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RECOMMENDATIONS AND QUESTIONS FOR THE PUBLIC AND PRIVATE SECTORS

Here are some recommendations and questions to ponder on if we are serious about making inclusive business work for women. Mainstreaming women's economic empowerment in policies and providing incentives for inclusive business practices. Companies should encourage their bidders to provide information on the gender ratio of employees, officers, and board members, the percentage of goods and services purchased from women MSMEs, among others, as part of data requirements. Banks can also encourage loan applicants to submit data on their gender policies. Such practices could motivate companies to increase women's representation in their workforce and supply chains.

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Programs that value and promote gender-responsive procurement of the selection of services, goods, and civil works are necessary in creating resilient and expansive enterprises. Do our governments have gender-based procurement policies where a percentage of procurement is allocated for goods and services from women-owned and led businesses? Similarly, the private sector can intentionally invite women to participate in their value chain to supply their needs. Flexible working arrangements: Do companies have women-friendly workplace policies and practices that recognize the double burden of unpaid care work so that women can remain

employed, be economically independent, and have the purchasing power to buy goods and services sold by women entrepreneurs?

Provision of support to business and industry association, such as the ASEAN Women Entrepreneurs' Network (AWEN) and PhilWEN that extend assistance for women to access the marketplace and provide for opportunities in the ASEAN supply chain network. Networking and mentorship opportunities. Are organizations and coalitions open to forging efforts, which promote networking and mentorship activities?

AN ALL-ASEAN APPROACH

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Growth, power transmission, and Poland

There are three topics this week and we go straight to them.

HIGH GDP GROWTH IN 3rd QUARTER: The Philippine Statistics Authority (PSA) reported some good news last Thursday — the country's GDP growth in the third quarter (Q3) was 7.6%.

Of the 16 private economies polled by BusinessWorld's Q3 GDP growth, likely slowed — 10th Nov. 7), only two — Ser Rhea-Rives of Ateneo and Jonas Raveala of eManagement — made near-

projections of 7.2% and 7%, respectively. — Until early October, all the multilaterals — the Asian Development Bank, the World Bank, and the International Monetary Fund (ADB, WB, IMF) — projected growth of 6.5% in 2022. Since they knew that Q1 and Q2 average growth was already at 7.8%, they implied that the average growth in Q3 and Q4 would only be 5.2%. Far out. They may have glibly econometric models but archaic and unrealistic assumptions in plugging numbers to their models.

MY CUP OF LIBERTY BIENVENIDO S. OPLAS, JR.

This column preceded that the Philippines' GDP growth would be 7.3% for Q3 2022. I wrote the following statements in BusinessWorld:

1. "The BSC's growth target of 6.5% in 2022 is attainable — and we will likely surpass it. The growth target from 2023-2028 of 6.5%-8% is also attainable." ("Growth recovery, declining births, and rising power demand," Aug. 15).

2. "I saw growth of 7.15% in Q3 and this will likely be sustained in Q4. So, the full year 2022 growth would be around 7.5%, not the 6.5% projection of the multilaterals." ("Today's topic: Economic briefing in Washington DC, PPP Center, Tariff Commission, and agencies with no secretaries," Oct. 17).

3. "I retain my growth projection for the Philippines of 7.15% in Q1, Q4, and full year 2022." ("This week: Growth, commodities inflation, and birth deflation," Oct. 31).

In 2020, the Philippines had the world's economic contraction in Asia — One, the lifting of the lockdown by President Ferdinand Marcos, Jr., the assurance in his first state of the nation address last July that he would not impose any more lockdowns.

Two, the very early formation of the "comfortable economic" team. Then the early announcement by Finance Secretary Benjamin Diokno that there

would be no tax hikes in major sectors despite the huge public debt that ballooned over the last two years. Budget Secretary Ameh Pangandaman also announced measures to have fiscal discipline via bureaucracy right-sizing. National Economic and Development Authority Secretary Argenio Balacanon announced the medium-term plan and more government intervention that was not included there.

Three, the series of Philippine Economic Briefing (PEB) investment roadshows by the president and the economic team in September alone — in Jakarta and Singapore on Sept. 6 and 7, and New York City on Sept. 22. This sent a clear, explicit signal to domestic and foreign investors that market-oriented reforms are already in place for them.

My projection for Q4 GDP growth is 7.5-8%. I will explain the basis for this in the next few weeks.

POWER SUBSIDIES, TRANSMISSION AND GENERATION

I want to comment on these four recent reports in BusinessWorld:

1. "ERC determining extent of subsidies for marginalized power consumers" (Nov. 7).

2. "NGCP fixed P5.1 million over failure to maintain adequate reserve power" (Nov. 8).

3. "Grid operator to appeal P5.1-million ERC fine" (Nov. 10).

4. "Meraco raises electricity rates for November" (Nov. 10). Report number one is about Fiscal Risk Act (RA) 11522 extending the lifetime, or subsidies for low usage consumers, from 20 to 50 years. There are two problems with endless subsidies like this law. One, not all low-usage consumers are poor — they may be rich people who have vacation houses somewhere and just occasionally use these and hence, consumption is low. And, two, other

consumers will be forced to pay for that subsidy and this will distort household savings and spending.

Reports number two and three show that the National Grid Corp. of the Philippines (NGCP) — the only remaining private monopoly nationwide — is indeed part of the reason why there are still regular yellow and red low power alerts happening this year. Power supply and reserves are often thin and can lead to rotating blackouts, which can be damaged appliances and machines, the frequent use of generators by companies and candles by the poor, and few investors coming in. While aging power plants and a sudden spike in power demand can be blamed, the NGCP has its share of blame because of its continued failure to procure adequate levels of reserve power exclusively contracted to them to ensure grid security and stability.

The monopoly has a dual role and responsibility, as a network and a system operator and has been lacking in both roles. If it does not want to secure firm contracts for ancillary services and grid reliability, then it can leave its role as the system operator and give it to Transco.

I saw the NGCP press release that was published in zipnews.com, and find it weird and deceptive. It talked about politics and "political maneuvering" when the real issues are grid stability, and how we can avoid having regular yellow-red alerts even during the rainy months.

The Energy Regulatory Commission (ERC) is correct. The NGCP's monopoly should shape up, pay the fines, obey the regulator or risk losing the franchise that granted it a monopoly nationwide in power transmission function.

The Philippines has low GDP partly because of its low power generation capacity. In 2021, the country produced

a total (on-grid plus off-grid power) of only 108.3 terawatt-hours (TWh), of which the combined contribution of solar plus wind was only about 2.7 TWh or just 2.5% of total. Vietnam's power generation is more than twice ours', Malaysia and Thailand's are about two-thirds larger, than the Philippines. (See Table 2).

Many companies might want to expand operations but they see that they will face blackouts due to the low power supply and margins, so they postpone expansion. And this puts a brake on more economic growth.

Countries with high expansion in power generation over the last two decades (at least 150%, see Table 2) are also the same countries that had GDP growth of 5% or higher prior to the lockdowns of 2020-2021 (see Table 7) — China, India, Indonesia, Vietnam, Malaysia, and the Philippines. They are also poised to have at least 5% growth this year. Nonetheless, the Philippines must expand its power generation significantly from the current average of about 5-6 TWh/year to 8-9 TWh/year in 2023-2028. Vietnam's generation increases by about 18 TWh/year.

Report number four is about the rise in power generation charge by plants with power supply agreements (PSAs), and not due to distribution charge or spot market generation cost and other factors. Meraco remains a responsible distribution utility that keeps its overall, all-in price of below P10/ kWh while many electric cooperatives nationwide have rates that are twice its level, which penalize many consumers in the provinces.

POLAND NATIONAL DAY

Upon the invitation of the Embassy of Poland in the Philippines, I attended the celebration of their National Day on Nov. 11 at the Blue Leaf Pavilion, McKinley

## MAP Statement entitled "THE SENATE MUST RATIFY RCEP NOW"



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map@map.org.ph; map.philippines@map.org.ph  
Website: map.org.ph

### THE SENATE MUST RATIFY RCEP NOW

November 15, 2022

We, in the Management Association of the Philippines (MAP), would like to urge the Senate to ratify without further delay the Regional Comprehensive Economic Partnership (RCEP) Agreement, which had already been signed by President Rodrigo Roa Duterte along with the leaders of the other member economies in the grouping.

We have already lost 10 months of ability to compete on equal footing with our ASEAN and Asian partners already in RCEP in attracting foreign investments as they capitalize on the shift by a number of MNCs to seek alternative locations for their manufacturing sites.

RCEP is a 15-member free trade deal that accounts for 1/3 of the world's economy, 1/3 of the global trade, and a market of 2.3 billion people. It also covers 50% of the global manufacturing output, 50% of the global automotive products, and 70% of electronics products. RCEP member economies also account for 51% of the Philippines' export market, 68% of the country's imports and, most importantly, 58% of the country's foreign direct investment inflows, according to the Department of Trade and Industry (DTI). It will be similar to the European Union, a powerful economic bloc that will benefit enormously from the interchange of business among them, and with the world at large.

The misplaced fears of some agricultural sector critics are unfounded and illusory, as our government negotiators in RCEP have repeatedly explained that sensitive agricultural products remain protected under our commitments to the Agreement. These products include rice, swine meat, poultry meat, potatoes, onions, garlic, cabbages, sugar, and carrots. All will retain the restrictions they currently enjoy. Indeed, both the DTI and the Department of Agriculture (DA) have explained that membership in the Agreement opens up further export opportunities for our agricultural products, without exposing ourselves to an imagined flood of farm imports feared by opponents.

The delay in ratification deprives the country's producers of various exportable products of easier access to the markets of the RCEP countries due to the improved provisions on market access and easier rules of origin. The threat of likely diversion by their buyers of their business to other members already in RCEP is very real. Similarly, foreign investors will favor locating in other RCEP countries, including those already in the country, who are likely to move their business out of the country the longer we delay ratification. All told, we risk not only failing to attract new investments and trade opportunities; we are also likely to lose those we now have to those already in RCEP.

The Philippines cannot afford not to be in RCEP, as part of what promises to be the most important economic grouping in the world. It is time that we got on board and proactively exploit the wealth of opportunities it offers the Filipinos in terms of expanded jobs, increased incomes, and better lives.

We strongly urge our honorable Senators to ratify RCEP now.

# NOTICE OF ANNUAL GENERAL MEETING OF MAP MEMBERS FOR 2022



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.org.ph](mailto:map@map.org.ph)  
MAP Website: [map.org.ph](http://map.org.ph)

October 20, 2022

**Circular No. 070 - 2022**

**Subject: NOTICE OF ANNUAL GENERAL MEETING OF MAP MEMBERS FOR 2022**

Dear MAP Member:

Please be informed that the Annual General Meeting of the Members, otherwise known as the Annual General Membership Meeting (GMM), of the MANAGEMENT ASSOCIATION OF THE PHILIPPINES (MAP) will be conducted on November 28, 2022, Monday, from 11:45 AM to 2:00 PM at the Bonifacio Hall, Level 4, of the Shangri-La The Fort, BGC, Taguig City.

To confirm your attendance, kindly register thru the following Google Form link:

<https://forms.gle/9hriGepMK2PvMGDD8>

The AGENDA for the MAP Annual GMM will be as follows:

**Part I - MAP Annual GMM**

1. Call to Order
2. Certification of Notice and Quorum
3. Approval of Minutes of the November 22, 2021 MAP Annual GMM
4. MAP President's Report on the MAP's 2022 Programs and Activities, Membership Status and Financial Condition
5. Induction of New MAP Members
6. Other Matters

**Part II - Awarding Ceremony for "MAP Management Man of the Year 2022"**

7. Reading of Citation for "MAP Management Man of the Year 2022"
8. Conferment of the Award
9. Acceptance Speech of the Awardee
10. Closing Remarks
11. Adjournment

The MAP General Information Sheet and its attachments, minutes of the November 22, 2021 Annual GMM, and other documents related to the November 28, 2022 Annual GMM can be accessed through the new MAP website <[map.org.ph](http://map.org.ph)>.

The Annual GMM proceedings will be recorded in audio and video format, and will have live streaming via ZOOM and Facebook.

If you have questions about the conduct of the Annual GMM, you may send an email to <[map@map.org.ph](mailto:map@map.org.ph)>.

Thank you!

Issued on October 20, 2022 in Makati City.

Very truly yours,

**MARIANNE B. HONTIVEROS**  
MAP Secretary



FORTHCOMING EVENTS



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and Digital  
Transformation

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Inclusion and Digital Transformation

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**NOVEMBER 22-23, 2022**

**Enderun Tent, McKinley Hill, Taguig**



**SEC. BENJAMIN ESTOISTA DIOKNO**  
Department of Finance



**GOV. FELIPE MEDALLA**  
Bangko Sentral ng Pilipinas

Keynote Speakers: The Philippines' Economic and Digital Roadmap

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GOVERNMENT PARTNERS:





**“MAP Management Man of the Year 2022”  
Awarding Ceremony  
and  
MAP Annual General Membership Meeting**



*Awardee:*

**Mr. ISIDRO “Sid”  
A. CONSUNJI**

Chair and President  
DMCI Holdings, Inc.

**November 28, 2022, Monday  
11:45 PM to 2:00 PM  
Bonifacio Hall, Level 4  
Shangri-La The Fort**

Registration Fees	
MAP Member	FREE
Guest	P2,000 each

MAP Circular 068 - 2022

The award-winning BusinessWorld Economic Forum is back, face-to-face! Discover the possibilities amid uncertainties.

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NOVEMBER 29, 2022 | GRAND HYATT MANILA

Keynotes

Reform Road to 2025: Key Legislative Measures to Boost Philippine Businesses



**FERDINAND MARTIN G. ROMUALDEZ**  
Speaker  
House of Representatives of the Philippines

Sustaining Recovery through Mounting Risks



**BENJAMIN E. DJOKNO**  
Secretary  
Department of Finance

Bracing the Headwinds: Economic Outlook 2023



**KRISHNA SRINIVASAN**  
Director for Asia Pacific Department  
International Monetary Fund

Transforming the World for the Better: Updates on the 2030 Agenda for Sustainable Development



**NEO GIM HUAY**  
Managing Director  
Centre for Nature and Climate  
World Economic Forum

Fireside Chats



Moving Forward Collaboratively: Strengthening Private-Public Partnerships

**COSETTE V. CANILAO**  
President and CEO  
Aboltiz InfraCapital



Growing the Green Movement: Opportunities in the Philippines' Green Finance and Infrastructure Market

**JEAN-MARC ARBOGAST**  
Country Manager for the Philippines  
International Finance Corporation



Responding to the Changing Skills Demand: Upskilling and Reskilling the Current and Future Workforce

**PAULINE FERMIN**  
President & CEO  
Acumen Strategy Consultants

Panel Discussions

Planting and Planting the Seeds of Growth: Boosting the Agriculture Sector and Ensuring Food Security



**MERCEDITA A. SOMBILLA**  
Undersecretary, Policy, Planning, and Regulations  
Department of Agriculture



**BRUCE J. TOLENTINO**  
Private Sector Board Member  
Bangko Sentral ng Pilipinas



**WILLIAM S. CO**  
Vice-Chairman  
Philippine Chamber of Commerce and Industry  
Chairman  
Agriculture and Fishery Committee

Powering the Future: The Philippines' Roadmap to a Diverse and Sustainable Energy Industry



**MICHAEL O. SINOCRUZ**  
Director for Energy Policy and Planning Bureau  
Department of Energy



**JAMES VILLAROMAN**  
Chief Strategy Officer  
AboltizPower



**MIGUEL DE JESUS**  
Executive Director & Head for Commercial Operation  
AC Energy

Education For All: Working Together towards High-Quality and Inclusive Education



**CYNTHIA B. BAUTISTA**  
Vice-President for Academic Affairs  
University of the Philippines



**MARVIN GERMA**  
CEO  
Stock Smarts



**ARCHIEVAL B. TOLENTINO**  
President  
Information Security Officers Group (ISOG)



**TOFF RADA**  
Head of Public Policy  
TikTok Philippines

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For inquiry, contact us through [marcom@bworldonline.com](mailto:marcom@bworldonline.com)

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PRESENT

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**TURANDOT**

with the PHILIPPINE PHILHARMONIC ORCHESTRA  
Maestro VALENTINO FAVOINO, Guest Conductor

FEATURING

LILLA LEE, Soprano ALESSANDRO LIBERATORE, Tenor  
JINSU LEE, Bass RACHELLE GERODIAS, Soprano BYEONG IN PARK, Baritone

Director, Set & Costume Designer VINCENZO GRISOSTOMI TRAVAGLINI  
Assistant Director PRINCE SISOWATH RAVIVADDHANA MONIPONG  
Production Manager DENNIS MARASIGAN

Beneficiary: PHILIPPINE ITALIAN ASSOCIATION

TICKET PRICES

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Orchestra Sides P5,000 (Gala) P3,000 (Matinee)	Balcony I Sides P2,500 (Gala) P1,500 (Matinee)

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Rustan's Makati - 8813-3739 Loc 280 Rustan's Shangrila - 8633-4636 Loc 400 Rustan's Alabang - 8850-5592 Rustan's Gateway - 8931-2460

December 9, 2022, Friday Gala 8:00 PM December 11, 2022, Sunday Matinee 3:00 PM  
Tanghalang Nicanor Abelardo (CCP Main Theater)

# SAVE THE DATE



## 2023 SELECTUSA INVESTMENT SUMMIT

May 1 – 4, 2023 | Gaylord National Resort & Convention Center in National Harbor, Maryland

The SelectUSA Investment Summit is the premier event showcasing investment opportunities in the United States. The 2023 Summit will bring together companies from all over the world and economic development organizations from every corner of the United States.

**THE WORLD'S TOP INVESTMENT EVENT. THE WORLD'S TOP INVESTMENT DESTINATION.**

### TOP 5 REASONS TO ATTEND THE 2023 SELECTUSA INVESTMENT SUMMIT

- 1 Explore interactive exhibitor showcases** featuring EDOs, service providers, industry experts, and international tech startups.
- 2 Network** with 50+ states and territories, companies from 80+ markets, speakers, government officials, and more.
- 3 Set up one-on-one or group meetings and make your investment deals happen.**
- 4 Learn from policy and industry experts** in 100+ sessions providing you with actionable information on everything from developing a workforce to understanding incentives.
- 5 Meet and form valuable partnerships** with industry partners from across the United States.

### 2022 SUMMIT HIGHLIGHTS

- 24-member delegation
- 300 speakers
- 650 economic development representatives
- 2,000 business investors
- 3,600 attendees

*"SelectUSA provided us with the tools necessary to make an informed decision to invest in the U.S."*

*- 2022 Summit Participant*

### WHO SHOULD ATTEND?

Philippine businesses of all sizes that are seeking to establish or expand business operations in the United States.

**JOIN US TO MAKE THE CONNECTIONS YOUR BUSINESS NEEDS TO SUCCEED.**

The SelectUSA Investment Summit is the best place to link serious investors with promising business opportunities. To learn more about the Summit, please visit: <https://www.selectusasummit.us/>

To join the Philippine Delegation to the Summit, please contact:

Darrel Ching, Commercial Attaché  
Jeanne Santiago, Commercial Assistant  
Jeanne.Santiago@trade.gov

## Schedule

The MABA program is designed for working professionals who want to study on a part-time basis. Classes will be taking place on weekdays (6am to 9pm) and/or Saturdays (9am to 12h and 1:30pm to 4:30pm) in UA&P's Ortigas campus. The tri-term schedules are:

- Term 1: August to November
- Term 2: January to March
- Term 3: April to July

## Important Dates

Information Session: March 25, 2023 | Saturday  
Application Deadline: April 15, 2023 | Saturday  
Interview Dates: April 22 & 29, 2023 | Saturday  
Release of Application Result: May 6, 2023 | Saturday  
Bridging Classes: May 20 - July 15, 2023 | Saturdays only  
Analytics Bootcamp: July 22, 2023 | Saturday  
Student's Orientation: August 26, 2023 | Saturday  
Class Start Date: August 30, 2023 | Wednesday

## Contact us

Master in Applied Business Analytics (MABA) Program  
School of Management (SMN)  
6th Floor, APEC Communications Building (ACB)  
University of Asia and the Pacific  
Pearl Dr, Ortigas Center, Pasig, 1605  
<https://uap.asia/maba>

Dr. Ruel V. Maningas  
Program Director  
[ruel.maningas@uap.asia](mailto:ruel.maningas@uap.asia)

Ms. Marietta B. Galindes  
Program Officer  
[businessanalytics@uap.asia](mailto:businessanalytics@uap.asia)  
8-637.0912 local 309

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**UA&P**  
UNIVERSITY OF ASIA AND THE PACIFIC

# UA&P MASTER IN APPLIED BUSINESS ANALYTICS

**Unleash your potential and build your career in analytics!**

The Master in Applied Business Analytics (MABA) Program, launched in 2018, is a two-year graduate program for experienced professionals in any industry who want to seize the power of data and analytics in their work to forward their organization. It is designed for working professionals who are starting a career in analytics or wanting to build their managerial expertise and take their analytics career to the next level.

The MABA Program aims not only to meet the growing demand for people with business competencies, leadership, and managerial skills, but also to provide the much-needed professionals schooled in humanist and ethical perspectives, capable of making sense of data to provide insights that will drive business and organizational solutions. This optimizes MABA's relevance to the growing data analytics needs and concerns of the triple helix – the industry, academe and government, and other emerging institutions in our society, given the clarion call of Industry 4.0.



**WE MAKE  
DATA SERVE  
PEOPLE.**



## Graduate Outcomes

Students develop analytics solutions and begin leading data-driven projects using different perspectives. Working on real data, students apply algorithms in Python and R, among others, to derive insights to solve problems of stakeholders across industries. When they graduate from the program, they will have the capacity to carry-out the following:

- Leverage data to inform strategic and operational decisions.
- Utilize data and analytical models to inform specific functions and business decisions.
- Leverage data analysis and modeling techniques to solve problems and glean insight across functional domains.
- Create analytical models to derive insights from data.
- Oversee analytical operations and communicate insights to executives.
- Identify, define, and prioritize ethical concerns related to data analytics as they pertain to persons, organizations and society.

## Program Delivery

The key to a successful analytics program for business students is in the implementation. As an applied business analytics program, MABA is an applied, multi-disciplinary, experience building and collaborative program. Its pedagogy and emphasis will differ from Data Science programs. Faculty from the academe and industry work together to combine theory and practice i.e., integrating business, technology, communication and quantitative disciplines with liberal education. Our partnership with the Analytics Association of the Philippines (AAP) and sponsor companies will help you work on real problems of real clients with actual data for your analytics course projects. Courses are project-oriented employing inquiry-based approach to learning to build critical thinking and problem-solving skills.



## Curriculum\*

YEAR 1		
Term 1	Term 2	Term 3
Business Strategy and Analytics (2 units)	Programming for Databases (2 units)	Data Engineering (2 units)
Computing for Analytics (2 units)	Descriptive Analytics, Visualization, and Storytelling (2 units)	Analytics Algorithms 1 (2 units)
Business and Management Theories, Concepts, and Cases (2 units)	Statistical Computing (2 units)	Human Perspective in Analytics (2 units)
OR		
Mathematics for Analytics (2 units)		
YEAR 2		
Term 1	Term 2	Term 3
Management of Analytics Projects (2 units)	Insight Development and Innovation (2 units)	Elective (2 units)
Data-Driven Organization and Management (2 units)	Ethics and Law in Data Analytics (2 units)	Capstone 2 (4 units)
Analytics Algorithms 2 (2 units)	Capstone 1 (2 units)	

\*subject to revisions effective SY 2023-2024

## Admission Criteria

Applicants to the UA&P MABA Program must hold a bachelor's degree from an accredited institution with at least three years of professional experience. Having a quantitative background and occupying a management role are highly advantageous. Experience in a domain and managing projects are key factors to your success in the program.

## Articles/Papers from MAP Members

### 1. "PiTiK-testing the economy" from MAP Governor CIELITO "Ciel" F. HABITO's "No Free Lunch" Column in the PHILIPPINE DAILY INQUIRER on November 15, 2022

Last week brought welcome news on the economy, as the Philippine Statistics Authority reported that our gross domestic product (GDP) in the third quarter grew by 7.6 percent over the same quarter last year. Many argue that growth is not necessarily the best yardstick for assessing the economy's health, and rightly so. Still, faster GDP growth is generally positive news as it means a more rapid rise in aggregate incomes, which normally comes with expanding jobs. But we can get a fuller picture with my usual "PiTiK" test, by examining *presyo*, *trabaho*, and *kita* (prices, jobs, and incomes) based on the latest data.

*Presyo* continues to be bad news, with the October inflation rate further rising to 7.7 percent, our highest since 2008 when the year-end inflation rate was 7.8 percent and the full-year average was 8.2 percent. Where are the price jumps mostly coming from? Food has been the primary culprit over the past year, with prices in October having risen by 9.4 percent year-on-year, a significant acceleration from 7.4 percent in September. Rising costs of housing, water, electricity, gas, and other fuels (i.e., energy costs) also kept speeding up, now at a rate of 7.4 percent from just 4.5 percent at the start of the year. These costs are largely beyond our control because the fuels that run our power plants, machines, and vehicles are almost entirely imported, and supply disruptions caused by the Russia-Ukraine war have led to steep price hikes globally.

On the other hand, we could have some control on domestic food price movements through a combination of increased production and eased imports. While the latter is easiest to do, the preferred and more sustainable way for the long term is to boost domestic production by helping farm producers raise their productivity to match the production costs of their overseas counterparts. But blocking the products of the latter via import controls or high import tariffs, which artificially force prices up, makes no sense at a time when the urgent need is to keep prices down for every Filipino, especially the hungry poor. The Bangko Sentral ng Pilipinas (BSP) has voiced frustration that our agriculture authorities keep falling short on their mission, forcing it into using monetary tools that address the demand side of a problem where the supply side is the real culprit.

Meanwhile, latest data on *trabaho* look good at first blush, with the unemployment rate now down to its pre-pandemic level of 5 percent. But job quality is now the problem, after millions forced by COVID-19 out of quality jobs in manufacturing, transport, and tourism took refuge in informal jobs in agriculture and trading. The higher underemployment rate of 15.4 percent (up from 13 percent in late 2019 prior to the pandemic) means that more workers feel the need for even more work even as they actually have work. Disturbingly, workers with a college education now make up nearly half (45.4 percent) of jobless Filipinos, up from 37.8 percent in October 2019. Workers below 35 years old now make up 69 percent of the unemployed, down from 75.7 percent in October 2019, telling us that older workers have been the bigger victims of the pandemic recession.

Finally, *kita* has been the best news among the three yardsticks, as our GDP growth numbers seem to be defying common trends elsewhere. The International Monetary Fund projects 4.5 percent growth in emerging and developing Asia where we belong (versus only 3.2 percent for the whole world), already downscaled from their initial figure of 5.9 percent in January. But analysts are revising growth projections for the Philippines in the opposite direction, as we appear well on the way to achieving at least 7 percent full-year GDP growth, on the back of a reviving tourism sector and "revenge" consumer spending.

Can we keep it up? The biggest threat is inflation itself, both here and overseas, because rapidly rising prices dampen demand for goods and services. The world already expects an economic downturn next year because of historically high inflation. That's why the BSP is right in closely watching *presyo*, and calling on government to do its part on this.

cielito.habito@gmail.com



**2. "Do it now"**  
**from MAP Governor PETER WALLACE's**  
**"Like it is" Column in the**  
**PHILIPPINE DAILY INQUIRER on**  
**November 14, 2022**

The three most important sectors of a society are those that feed people, keep them healthy, and educate them to be able to have a meaningful life. Yet these are the three sectors where President Marcos Jr. has yet not followed his admirable appointment history of appointing known experts to lead the various sectors of society.

Mind you, the appointment of Vice President Sara Duterte has some merit—given her political power, she can get things done. She can successfully argue for the vastly greater levels of funds education needs, convince Congress to pass laws needed to improve education and modernize the administration of education given her experience as mayor for six years and vice mayor for three years.

But in addressing the details of educating kids, she needs expert help. This means undersecretaries and assistant secretaries of proven expertise. I could be wrong, but as far as I can see, none of the seven undersecretaries have an advanced degree in education, nor the long years of experience working in the sector that is needed to be able to fully understand its problems, hopefully, know what's needed to fix them.

Whilst only three of the seven assistant secretaries have an educational background. Mind you, they all are highly experienced, but in other fields. That must bring into serious doubt the ability to solve education's numerous problems.

The Philippines devotes \$777-\$813 for the education of each child. This is the fourth lowest in Southeast Asia. The best, of course, is Singapore where the government spends \$16,704-\$20,632 per child. Other members of Asean-5 spend between \$1,068 and \$6,024. We give our teachers a miserable \$623 monthly salary. Needless to say, that's second to the lowest amongst Asean-5 where the average is \$1,695. Giving kids a properly equipped, secure classroom wouldn't hurt either. These are three areas where the VP can make an immediate, direct improvement. Beyond that, she needs expert advice. Given the way the department is now structured, I wonder if she'll be able to get it.

Then there's agriculture. News reports say the President visited the head office twice in the past four months where daily 12-hour attendance is what's really needed. I agree with him that growing food is of utmost importance. But that is best done by delegating the task to a highly experienced agriculturist. Someone who intimately knows the multiplicity of the problems this sector faces. And who can work actively, daily to implement the essential changes that must

happen if we're to feed our people. The President can stand over him/her to demand rapid, well-reasoned results.

President after president has promised a total reform of agriculture to one that is competitive in the world, or at least in Asia, and provides food security. None has done it. The sector remains as inefficient as it has always been. With the minimalization of farm size forced by the ill-considered agrarian reform, I suspect it is even more inefficient now. Absurdly high tariffs are needed to protect this inefficiency. The Filipino consumer suffers from the consequent unnecessarily high prices.

As to health, the call is almost universal for the immediate appointment of a secretary. I can't find anyone who thinks it's an appointment that can wait. I'd like to hope the President was misquoted when he said he'd wait till things normalize before making the appointment. When a situation is in flux, facing many problems, that is the time when you most need a full-time, highly experienced (a phrase that should dominate the President's thinking) person in charge. Maria Rosario Vergeire for me would be a good choice, but she doesn't want it.

If the President is finding it difficult to find a doctor competent for the job, he might want to consider widening his search into the business community. Many, if most of the problems in health, are organizational in nature, i.e., improvements in systems, reorganizing and digitalizing the whole operation, including all its agencies such as the Food and Drug Administration, Philippine Health Insurance Corp. (PhilHealth), etc. These problems are not medical. For medical advice, the secretary can turn to Vergeire for that expert advice, and to the other undersecretaries if they are equally well-chosen. Despite our best efforts, we couldn't find out if they were, or not. Only a few of the educational backgrounds were mentioned in the CVs issued by the department.

The Department of Health is in disarray. Like agriculture, its problems have been with us for decades and have not been sufficiently addressed. As it now stands, the much-needed changes can't happen because an officer in charge does not have the legal authority to make the needed major changes. She can only hold the fort, a fort that needs to be rebuilt—and rapidly. Tied into this is the appointment of a new president and chief executive officer of PhilHealth, the arm that covers the ever-so-important funding of universal health care. It, too, requires a major shake-up. One that can't be done whilst a full-time CEO is lacking.

I appeal to the President to fill these two ever-so-important vacancies with urgency. And take another look at providing the necessary expertise in the top leadership positions in all three departments. The time to decide and act is now.

Email: wallace\_likeitis@wbf.ph

## MAP Talks on Youtube

November 11, 2022  
3rd MAP NextGen Conference 2022



September 13, 2022  
MAP International CEO Hybrid Conference



August 19, 2022  
MAP GMM



July 1, 2022  
MAP Webinar



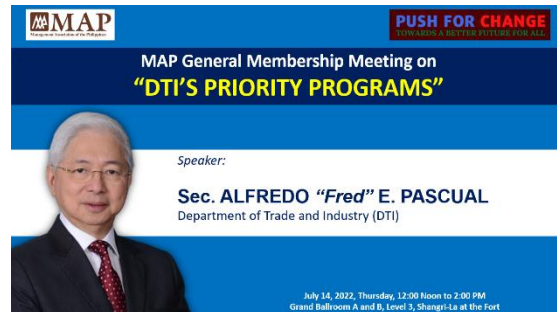
October 13, 2022  
MAP GMM



September 8, e2022  
MAP - PMAP Joint GMM



July 14, 2022  
MAP GMM



June 23, 2022  
MAP GMM



May 19, 2022  
MAP GMM

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL  
A Project of MAP ESG Committee

**MAP General Membership Meeting**

**INTEGRATING ESG IN THE WAY WE DO BUSINESS**

**SPEAKERS:**

- Mr. ANDREW CHAN**  
Aiko Power's Leader in ESG  
F&C Malaysia
- Mr. VINCENT KNEFFEL**  
Climate Economy Director  
PwC Credit Exchange
- Ms. MA. ANTONIA YUILO LOYTAGA**  
President  
National Resilience Council

**EMCE:**

- Ms. AGNES A. GERVACIO**  
Climate Chair for Government, MAP ESG Committee  
CEO, MD Neurex

**Q&A MODERATOR:**

- Atty. ALEXANDER S. CABRERA**  
Governor-in-Charge, MAP ESG Committee  
Chair, Business and ESG Council  
Isla Usana & Co., F&C Philippines

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

May 2, 2022  
MAP Webinar

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL  
A Project of MAP Human and Management Development Committee (HMDC)

**SENTIMENT ANALYSIS**  
AI and Big Data for Reading Collective Minds

**Speakers:**

- Mr. WILSON I. CHUA**  
Managing Director and Founder  
Future Gen International Pte Ltd. (Singapore)
- Mr. ROGER DO**  
CEO  
Autofabrics (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

May 2, 2022, Monday, via ZOOM

April 29, 2022  
MAP Webinar

**GREEN EDSA MOVEMENT** **MAP**  
April 29, 2022, Friday, via ZOOM

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

**Speakers:**

- Atty. ANGELA CONSUELO S. IBAY**  
Head of Climate Change and Energy Program,  
World Wide Fund for Nature (WWF)
- Atty. TONY LA VIÑA**  
Dean, Ateneo School of Government  
Associate Director, Manila Observatory
- Ms. ANA MARGARITA MONTIVEROS**  
High-Vice President and Chief Reputation & Sustainability Officer  
South Energy Vegetables, Inc.
- Mr. SANTIAGO F. DUMLAO, JR.**  
General Manager  
Credit Services, Association of Credit Rating Agencies in South East Asia
- Mr. RACQUEL E. CAGURANGAN**  
Executive Director, MAP ESG Committee  
VP, Operations, Manager, Strategic Plan, The

**Moderator:**

- Ms. ANA MARGARITA MONTIVEROS**  
High-Vice President and Chief Reputation & Sustainability Officer  
South Energy Vegetables, Inc.

April 29, 2022, Friday, via ZOOM

April 29, 2022  
MAP Webinar

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL  
A Joint Project of MAP Agri-Business Committee and MAP Trade, Investment & Tourism Committee

**PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT**

**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:**

- Mr. OSCAR A. TORRALBA**  
Chair, MAP Agri-Business Committee  
Chair and CEO, Toon Holdings Corporation
- Mr. CHARLES P. VILLASEÑOR**  
Chair, MAP Trade, Investment & Tourism Committee  
Chair and CEO, PASA, TransProduce and PASA Shared Services

April 29, 2022, Friday, 5:00 PM to 5:30 PM via ZOOM

April 27, 2022  
MAP Lecture

**MAP** Management Association of the Philippines  
APRIL 27, 2022, WEDNESDAY, 5:00 PM to 6:30 PM via ZOOM

**MAP Arts & Culture FIRESIDE CHAT**

**Art + Cryptocurrency**  
**THE RISE OF DIGITAL ART**

**Speakers:**

- Mr. HENRY RHODEL R. AGUDA**  
Chair  
Ulla Philippines
- Mr. LUIS BUENAVENTURA**  
Country Manager  
Food World Center
- Mr. MIGUEL CUNETA**  
Co-founder and  
Chief Strategy Officer  
Satochi Citiciti Industries

**Moderator:**

- Ms. MA. AURORA "BIBOS" D. GEOTINA-GARCIA**  
Member and Project Manager, MAP Arts & Culture Committee  
President, MASCO Bicolandia, Inc.

April 27, 2022, Wednesday, 5:00 PM to 6:30 PM via ZOOM

April 22, 2022  
MAP Webinar

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL  
A Project of MAP Human and Management Development Committee

**MAP CEO Academy**

**STRATEGIC HUMAN RESOURCES:**  
**HOW TO THRIVE AND PROSPER IN THE TALENT ECONOMY**

APRIL 22, 2022, FRIDAY  
9:00 AM to 11:00 AM  
via ZOOM

**Speakers:**

- Mr. SANDEEP CHAUDHARY**  
President  
PwC Philippines
- Mr. CAROL DOMIGUEZ**  
CEO  
AEG (Energy) Investments
- Ms. GINA EALA**  
Chair and Advisor  
Bank of Philippine Islands
- Mr. JP ORBETA**  
Chair and Officer  
AEC Energy
- Mr. RON SEGISMUNDO**  
HRM Professional  
ELSI Business Security

**Moderator:**

- Sec. SONNY COLOMA**  
Secretary, Energy, Natural Resources  
and Environment  
Member, MAP Human and Management Development Committee

Webinar ID: 844 8224 9334  
Password: 1234567890  
MAP Registration ID: 021-2022

April 22, 2022, Friday, 9:00 AM to 11:00 AM via ZOOM

March 24, 2022  
MAP General Membership Meeting

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

**MAP General Membership Meeting**

**RCEP: Should we get in now?**

March 24, 2022, Thursday, 10:00 AM to 12:00 Noon via ZOOM

**Speakers:**

- Sec. WILLIAM D. DAR**  
Department of Agriculture (DA)
- Sec. RAMON M. LOPEZ**  
Department of Trade and Industry (DTI)
- Dr. RAMONETTE B. SERAFICA**  
Senior Research Fellow, Philippine Institute for Development Studies (PIDS)
- Mr. ARTHUR R. TAN**  
CEO and Vice Chair, Integrated Micro-Capitalities
- Mr. CHITO O. JUAN**  
President, Philippine Commodity Exchanges, Inc.  
Member, MAP Agri-Business Committee

**Moderator:**

- Mr. CHITO O. JUAN**  
President, Philippine Commodity Exchanges, Inc.  
Member, MAP Agri-Business Committee

March 24, 2022, Thursday, 10:00 AM to 12:00 Noon via ZOOM

March 9, 2022  
MAP Lecture

**MAP** Management Association of the Philippines  
**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

**MAP Arts & Culture Lecture**

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

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

**Speaker:**

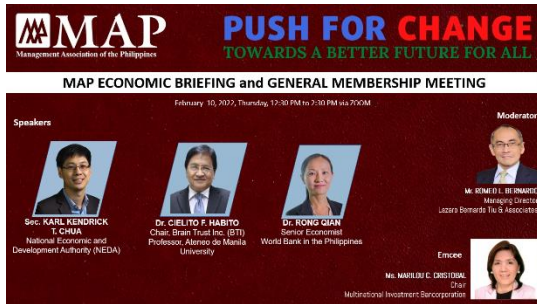
- Mr. JAY LABRADOR**  
President, International Wine and Food Society (Philippines)

**Moderator:**

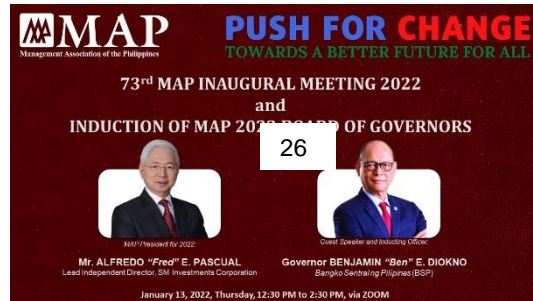
- Mr. EDUARDO "Eddie" H. YAP**  
Chair, MAP Arts & Culture Committee  
President and CEO, Clairmont Group

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

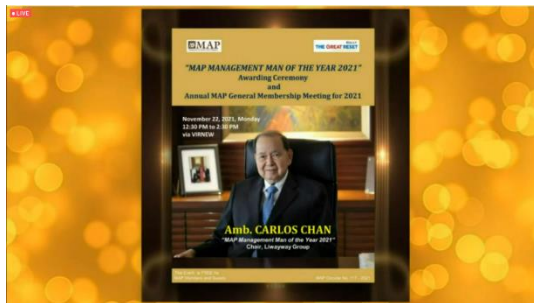
February 10, 2022  
 MAP Economic Briefing and  
 General Membership Meeting



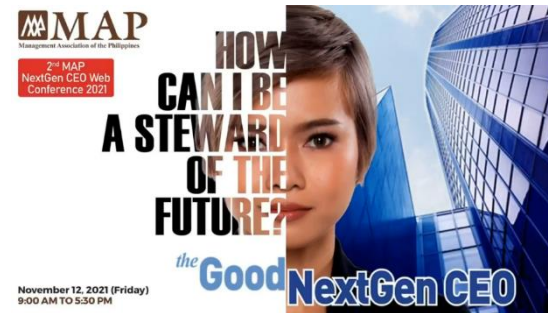
January 13, 2022  
 MAP Inaugural Meeting and  
 Induction of MAP 2022 Board of Governors



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



November 12, 2022  
 2nd MAP NextGen CEO Conference



## Happy Birthday to the following MAP Members who are celebrating their birthdays within November 1 to 30, 2022

### NOVEMBER 1

1. Ms. ARLEEN MAY "*Ayen*" S. GUEVARA

### NOVEMBER 2

2. Mr. ANTONIO "*Tony*" C. MONCUPA JR.  
CEO, East West Banking Corporation
3. Mr. ROMEO "*Romy*" D. UYAN JR.  
COO, China Banking Corporation

### NOVEMBER 3

4. Ms. NERISSA "*Neri*" S. REYES  
President, AVANTI People Partnership International, Inc.

### NOVEMBER 4

5. Mr. JERAHMEEL FANDRALL "*Jer*" B. CHEN  
GM and VP-Finance, Trans-tec International Marketing Phils. Inc.
6. Mr. CHARLES A. GAMO  
Director, Strategic Investments, PTC Holdings
7. Ms. GWENDOLYN "*Gwen*" DE LARA KELLEY  
Chief Technology Officer, The Insular Life Assurance Co., Ltd.
8. Mr. EDGARDO G. "Ed" LACSON  
President, MIS Maritime Corporation
9. Atty. CAROLINA FRANCISCA "*Carol*" A. RACELIS  
General Counsel and Tax Partner and EY Asean Tax Quality Leader, SGV & Co.
10. Ms. KRISTINE "*Tin*" ROMANO  
Managing Partner, McKinsey & Company
11. Mr. DONAVAN YU  
CEO, Journeytech, Inc.

### NOVEMBER 5

12. Mr. FEDERICO "*Fred*" V. BORROMEO
13. Mr. ANTONIO "*Tito*" A. HENSON  
Chair and CEO, Access and Projects Management, Inc.

### NOVEMBER 6

14. Mr. J.V. EMMANUEL "*Jocot*" A. DE DIOS  
President and CEO, Manila Water Company, Inc.
15. Mr. DENIS H. NIXON  
President, Cornerstone Performance International Inc.

### NOVEMBER 7

16. Mr. J. ANTONIO "*Jun*" A. CABANGON JR.  
Chair and CEO, Fortune General Insurance Corporation

### NOVEMBER 8

18. Mr. JOSE MARI "*Jomari*" H. BANZON  
President, SM Development Corporation
19. Mr. OSCAR J. HILADO  
Chair, Philippine Investment Management (PHINMA) Inc.

### NOVEMBER 9

20. Engr. FERDINAND "*Ferdi*" G. INACAY  
Exec. Adviser to the Council, Global Comfort Group Corp.
21. Mr. MICHAEL "*Mike*" P. LIWANAG  
SVP and Chief of Staff to the JGS CEO and President, JG Summit Holdings, Inc.
22. Mr. RENATO "*Rene*" C. SUNICO

23. Mr. SALVADOR "*Dory*" G. TIRONA  
President, COO and CFO, Lopez Holdings Corporation

### NOVEMBER 10

24. Atty. EMERICO "*Rico*" O. DE GUZMAN  
Of Counsel, ACCRALAW
25. Mr. WILLIAM "*Willy*" L. LIM  
President, Eastern Wire Manufacturing, Inc.
26. Mr. MANUEL "*Dmi*" LOZANO  
SVP, CFO and CIO, Aboitiz Equity Ventures, Inc.
27. Mr. JOSE "*Joe*" E. MADDATU  
Managing Director, ENZI Corporation

### NOVEMBER 11

28. Mr. FELIX ENRICO "*Rico*" R. ALFILER  
Vice Chair, Philippine National Bank (PNB)
29. VP JEJOMAR "*Jojo*" C. BINAY  
Former VP, Republic of the Philippines
30. Atty. FREDIERIC "*Eric*" B. LANDICHO  
Managing Partner and CEO, Navarro Amper & Co. / Deloitte Philippines
31. Mr. GUILLERMO "*Guilly*" D. LUCHANGCO  
Chair and CEO, The ICCP Group of Companies
32. Ms. LOURDES GRACE "*Grace/Des*" B. MAPALAD  
President, TransGlobal Consolidators, Inc.
33. Mr. BENJIE YAP  
Chair and CEO, Unilever Philippines

### NOVEMBER 12

34. Mr. ARISTOTLE JOSEPH "*AJ*" C. ADIVISO  
CEO, President and General Manager, SA Technologies Philippines, Inc.
35. Ms. ROSITA CERES "*Nanette*" LEGASPI-AGUAS  
Human Resources Head, UL Skin Sciences Incorporated, United Laboratories Inc.
36. Ms. ANFENG "*Jane Wan*" WAN
37. VP - Business Development, Philippine Oppo Mobile Technology Inc.

### NOVEMBER 13

38. Atty. SAMUEL "*Sammy*" O. ABELLERA  
Chair and President, Kamayan International, Inc.

### NOVEMBER 14

39. Mr. IBRAHIM "*Ibba*" R. BERNARDO  
Co-Founder, Packworks
40. Amb. ALBERT F. DEL ROSARIO  
Chair, Gotuaco, del Rosario Insurance Brokers, Inc.
41. Ms. DORIS MAGSAYSAY HO  
President and CEO, Magsaysay Maritime Corporation
42. Mr. VIRGILIO "*Ver*" L. PEÑA  
Director, Everest Academy Manila
43. Gov. AMANDO "*Say*" M. TETANGCO JR.  
Independent Director, Belle Corporation

### NOVEMBER 15

44. Mr. KELVIN ANG  
CEO, AIA Philippines (formerly AIA Philam Life)
45. Mr. CLARO "*Cid*" P. BONILLA  
EVP - Chief Strategy and Financial Officer, The Insular Life Assurance Co., Ltd
46. Mr. ALBERTO "*Abet*" S. VILLAROSA  
Chair, Security Bank Corporation

**NOVEMBER 16**

47. **Ms. MA. SALVE I. DUPLITO**  
President, Empower and Transform, OPC
48. **Ms. LINDA PECORARO**  
General Manager, Conrad Manila
49. **Ms. FAY ANGELICA "Fay" SUPREMO**
50. **Ms. MARIA ROWENA VICTORIA "Row" M. TOMELDAN**  
President and CEO, AyalaLand Logistics Holdings Corporation

**NOVEMBER 17**

51. **Mr. CARLOS "Do" C. EJERCITO**  
Chair, Northern Access Mining Inc. (NAMI)
52. **Mr. ALBERT MITCHELL "Mitch" LARRAZABAL LOCSIN**  
FVP, PLDT, Inc.
53. **Mayor CEZAR T. "Cezar/Zar" QUIAMBAO**  
Mayor, Municipality of Bayambang, Pangasinan

**NOVEMBER 18**

54. **Mr. DOM FREDRICK "Dom" S. ANDAYA**  
Senior Director and Head of Tenant Representation, Colliers Philippines
55. **Mr. AMADO "Odon" DEL ROSARIO**  
Corporate Affairs Director, PGA Cars, Inc.

**NOVEMBER 19**

56. **Mr. JAVIER "JJ" J. CALERO**  
Chair, Full Circle Communications
57. **Consul-Gen. VICENTE "Vince" J. CARLOS**  
Honorary Consul General, Consulate of the Republic of Cote d'Ivoire
58. **Mr. AUGUSTO "Gus" C. LAGMAN**  
President, Logic Management, Inc.

**NOVEMBER 20**

59. **Ms. ROSSANA "Rosing" A. FAJARDO**  
Partner, PH Consulting Head, SGV & Co.

**NOVEMBER 21**

60. **Mr. ANTHONY "Tony" B. SOTELO**  
President and CEO, J Anthony Management Consultants, Inc.
61. **Ms. ANNABEL "Ambe" C. TIERRO**  
Senior Managing Director, Accenture, Inc. (Philippines)

**NOVEMBER 22**

62. **Ms. MARIA GRACIA PIA "Pia" L. ARELLANO**  
President and CEO, Transunion Information Solutions, Inc.
63. **Mr. ABELARDO "Abe" P. BASILIO**  
COO for Manila Water Operations, Manila Water Company, Inc.
64. **Ms. MARIA CECILIA "Lia" O. FRANCISCO**  
Founder and CEO, CreditBPO Tech, Inc.

**NOVEMBER 23**

65. **Mr. LANCE Y. GO3KONGWEI**  
President and COO, JG Summit Holdings, Inc.
66. **Ms. KATHRINA "Karrie" CAPELLAN ILAGAN**  
Managing Director, Cisco Systems Management B.V.
67. **Mr. HERNAN P. "Hernan" SAN LUIS**  
Treasurer, Beyond Property Management Services

**NOVEMBER 24**

68. **Mr. JOSE EDUARDO "Joey" B. ANTONIO**  
Chair, Century Properties Group, Inc.
69. **Mr. REGINALDO ANTHONY "Reggie" B. CARIASO**  
SVP and Head of Strategy, Products and Support - Corporate Banking, Bank of the Philippine Islands (BPI)
70. **Ms. MARIA VICTORIA "Marivic" C. ESPAÑO**  
Chair and CEO, P&A Grant Thornton
71. **Ms. MARIA CRISTINA "Teh" R. OPINION**  
President and CEO, bneXt
72. **Mr. STEVEN TAN**  
President and CEO, Bermaz Auto Philippines, Inc.

**NOVEMBER 25**

73. **Mr. IGNACIO ALEJANDRO "Nacho" MIJARES ELIZONDO**  
President and CEO, CEMEX Holdings Philippines
74. **Mr. ANTONIO "Ton6y" S. LOPEZ**  
President and CEO, BizNewsAsia Philippines, Inc.

**NOVEMBER 26**

75. **Mr. RAY SILVESTRE "Ray" N. CANILAO**  
President and CEO, Global Executive Solutions Group, Inc.
76. **Mr. NAPOLEON "Polly" L. NAZARENO**
77. **Amb. ALFREDO "Fred" M. YAO**  
Chair, Zesto Corporation November 26

**NOVEMBER 27**

78. **Mr. JOHN REINIER "Reinier" H. DIZON**  
VP for Strategy and Business Development, Republic Cement & Building Materials, Inc.
79. **Mr. RUDY G. FULO**  
President, CargoHaus, Inc.
80. **Ms. ELIZABETH "Beth" H. LEE**  
CEO, eMotors, Inc.
81. **Mr. ANTONIO "Tony" A. LOPA**  
Chair and President, EquitiWorld Securities, Inc.
82. **Ms. VICKY CASTILLO "Vicky" L. TAN**  
Independent Director, Maya Bank

**NOVEMBER 28**

83. **Mr. RENATO "Rene" M. TANSECO**  
Chair and CEO, Automated Technology (Philippines), Inc.

**NOVEMBER 29**

84. **Ms. KATHERINE "Trin" P. CUSTODIO**  
Executive Director, World Wide Fund for Nature or WWF Philippines
85. **Mr. IAN R. GARCIA**  
CEO, TSM Shipping (Phils.), Inc.

**NOVEMBER 30**

86. **Mr. J. CARLITOS G. "Itos" CRUZ**
87. **Ms. MARIANNE "Maan" B. HONTIVEROS**  
Managing Director, CEO Advisors, Inc.
88. **Mr. ATSUSHI "A-N" NAJIMA**  
President and Managing Director, Nissan Philippines, Inc.

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