



Usec. GLICERIO "GLICER" V. SICAT

"MAPping the Future" column in *INQUIRER*

***"Congestion charge:
Why it's time
to introduce it in
Metro Manila"***

March 20, 2023



Mr. RAYMOND "MON" A. ABREA

"MAP Insights" column in *BUSINESSWORLD*

***"Tax Incentives
for Sustainable and
Ethical Fashion"***

March 21, 2023

“Congestion charge: Why it’s time to introduce it in Metro Manila” *(from page 1)*



Usec. GLICERIO “Glicer” V. SICAT

It is quite apparent that the number-coding scheme is not working in Metro Manila (MM). It is just the best car-demand promoter in the country with well-to-do families buying additional cars or not selling their old cars when they upgrade (with different coded days). This means it is (almost) anti-poor! Thus you find in many areas, parked cars (usually coded ones) in the neighborhood clogging the streets making it impossible to use side-streets to get to one’s destination, thus adding to the travails of the motoring public.

It is time to introduce Congestion Charging (CC) in MM. It is almost the same as Number Coding but with a couple of big pluses:

1. You can still go if you MUST. In other words, you can opt to go or not to go, not totally strangle you to submission; and
2. Authorities can design where it can be applied (specific roads, or specific stretches of specific roads) and what time (like only on specific crunch times).

Having the option to go or not to go means that you can design your day trip to avoid the CC altogether. For example, if the authorities specify 7-10am, and 4-8pm Monday thru Friday for EDSA corner Ayala Avenue/McKinley, and several other corners or sections along EDSA, the motorists can design or alter their plan for the day to avoid this

corner or section to avoid the CC. The CC computer will be programmed to charge the vehicle only once a day.

How much to charge? Many write-ups have been done to say that the level of charge does not materially alter the driving habits of the motorists. The point is one gets charged and many people do not want that if they can avoid it.

Then we can exempt cars or charge them less with legit markings or sensor stickers (like ETC or EasyTrip), such as PWDs, ambulances, government vehicles, foreign dignitary vehicles, PU vehicles, etc.

CC is well known in many parts of the world, such as London, Singapore, Denmark with better-than-expected results in mitigating crunch-level traffic in many parts of the cities.

For traffic authorities who can implement this: There is an Asian Development Bank (ADB) article that enumerates in great detail how to persuade the motoring public to accept the CC and details of how to implement it.

For further reading, the reader may refer to dozens of articles about CC or Congestion Pricing. Among the better recently written are:

1. ADB and GIZ of Germany: Introduction to CC, A Guide for Practitioners in Developing Cities, 2015. This is a guide for authorities to plan our the introduction of the CC, how to convince the general population on the advantages of the CC.
2. The Conversation: Articles on Congestion Charges (26 articles) 2022 (<https://theconversation.com>) June 22, 2022
3. Analysis on the Principals of CC Policy and...by Y Liu: Science Direct (<https://www.sciencedirect.com>) 2016

And, to satisfy those who yearn for full article on Congestion Pricing, I asked the ChatGPT of OpenAI to write me an article for the reading pleasure of the general public on CC. Here it is:

MM, the capital region of the Philippines, is facing a growing problem of traffic congestion. The metropolis, which is home to over 12 million people, is plagued by gridlock on its roads, resulting in long commutes, wasted time, and increased air pollution. The traffic congestion not only causes inconvenience to the residents but also affects the economy. The Philippines loses an estimated P3.5 Billion daily due to traffic congestion and the country’s GDP could increase by as much as 1.5% if traffic congestion is

reduced by just 30%. One solution to this problem is the implementation of CC, a system that charges drivers a fee for using the busiest roads during peak hours. In this article, we will discuss the benefits of CC and why it should be implemented in MM.

First and foremost, CC can significantly reduce traffic congestion. By charging drivers a fee for using the busiest roads during peak hours, fewer cars will be on the road, resulting in faster and more efficient travel. This can lead to significant time savings for commuters, as well as reduced air pollution and fuel consumption. According to a study by the Japan International Cooperation Agency (JICA), a CC system in MM could reduce travel time by as much as 32%. This would have a significant impact on the productivity of the city, as well as the quality of life of its residents.

Secondly, CC can generate significant revenue for the government. The fees collected from drivers can be used to fund infrastructure projects and public transportation, such as building new roads, expanding existing ones, and improving public transportation options, such as buses, trains, and ferries. The government could also use the revenue to improve the overall transportation infrastructure of MM, making it easier and more efficient for people to get around. In London, for example, the congestion charge has generated over £3 Billion in revenue since its introduction in 2003. These funds have been used to improve public transportation, pedestrianize streets, and create new bike lanes.

Another benefit of CC is that it can encourage people to use more sustainable transportation options. By charging drivers a fee for using the busiest roads during peak hours, it becomes more expensive for people to drive their cars, and thus more cost-effective for them to use public transportation or other sustainable modes of transportation. This can help to reduce air pollution and carbon emissions, as well as improve the overall health of the population by reducing exposure to vehicle exhaust. The implementation of CC systems in cities, such as London and Stockholm, has been shown to lead to a significant shift towards the use of public transportation, cycling, and walking.

Additionally, CC can also be used as a tool to manage urban growth. By charging drivers a fee for using the busiest roads during peak hours, it can help to discourage urban sprawl and encourage more compact, sustainable development. This can help to preserve natural resources and reduce the environmental impact of urbanization. CC can also help to reduce the amount of land devoted to roads and parking, and create more space for public spaces and green areas.

The implementation of CC in MM will not be an

easy task. The government will have to take into account the technical, administrative, and political challenges that may arise. One of the major challenges is the lack of an efficient and reliable electronic toll collection system. The government will need to invest in the technology and infrastructure necessary to make such a system work.

Another challenge is the potential for opposition from drivers, who may see CC as an additional burden. To mitigate potential opposition from drivers, the government could also offer exemptions or discounts for certain groups of drivers, such as low-income drivers, or use the revenue generated from the charge to improve public transportation and other alternative modes of transportation. This would ensure that the burden of the charge is not disproportionately felt by any one group of people and that the benefits of reduced traffic congestion and improved transportation infrastructure are widely shared.

Another important consideration is the fairness and equity of the system. The government should ensure that the charge is applied fairly and equitably across different income groups and areas of the city. For example, residents of lower-income areas should not be disproportionately affected by the charge, and measures should be put in place to ensure that the charge is not regressive.

In addition, the government should also take into account the potential impact of CC on small and medium-sized businesses. The charge could potentially lead to a reduction in customer numbers, which would have a negative impact on these businesses. To mitigate this, the government could provide support for these businesses, such as through tax breaks or grants, to help them adapt to the new system.

In conclusion, CC is a proven solution to the traffic congestion problem in MM. It can significantly reduce traffic congestion, generate significant revenue for the government, encourage more sustainable transportation options, and help manage urban growth. However, the government will need to carefully consider the technical, administrative, and political challenges that may arise and ensure that the system is fair and equitable. With proper planning and implementation, CC can bring significant benefits to the residents of MM, by reducing traffic congestion, improving transportation infrastructure, and creating a more sustainable and livable city.

(The author is Vice Chair of the Management Association of the Philippines (MAP) Infrastructure Committee concentrating on People Transport. He is Consultant of Inter Pacific Capital Corp. Feedback at <map@map.org.ph> and <gicersicat@gmail.com>).

"Tax Incentives for Sustainable and Ethical Fashion" *(from page 1)*



Mr. RAYMOND "MON" A. ABREA

The fashion industry is notorious for its adverse impact not only on the environment, but also on human rights and animal welfare. Studies show that the fashion industry contributed at least four percent of the global greenhouse gas emissions, while others peg the figures as high as ten percent. On human rights, studies also note that the fashion industry was "plagued by poor wages and excessive overtime to fatally unsafe conditions, child labor and modern slavery." Animals are not spared either, as the animals used in the textile industry are usually subject to inadequate living conditions, painful mutilations, long-term mental stress, poor breeding choices, and more.

These adverse impacts can be stopped if only these businesses adopt more sustainable initiatives. The problem, however, is becoming sustainable comes with several costs.

Costs of Sustainability

The first step in arriving at a strategic investment package is to identify the several costs involved in the production and selling of a fashion brand. There are concepts that are common to all businesses, such as direct costs and indirect costs, but there are certain concepts that have a certain meaning when discussing sustainability. For example, the concept of return on investment (ROI) when talking sustainability means the additional profit that a company would generate from going green

over the total investment and expenses which they will incur in making their products more sustainable and ethical.

Another example would be an opportunity cost which, in this particular context, would mean the foregone benefits or revenues in choosing to invest in sustainability as opposed to not doing so. This may include the cost of investment that would have been used to produce more products, the additional costs or expenses that would have been part of the profit margin, and in case it would result in an increase in selling price, the lost revenue from customers who opted to buy cheaper brands or stocks.

Given the cost consideration that a business in the fashion industry incurs, one can arrive at a more strategic option to address the issue of sustainability. The goal here would be to show that the incremental benefits of discontinuing these unethical practices (e.g., labor exploitation, animal cruelty, etc.) far outweigh the benefits of choosing the status quo.

Why Should the Fashion Industry Be Sustainable?

The main, altruistic reason would be that becoming more sustainable would address climate change as a whole. Presently, the goal of the international community is to lower global warming to no more than 1.5 degrees Celsius, and the fashion industry must play its part to achieve that goal as well. Studies have shown that failing to achieve that target would lead to long-lasting and irreversible effects, such as the loss of some ecosystems.

The same reasoning could be extended to why the fashion industry should end its human and animal rights violations.

Of course, even outside the common goal of addressing global warming, businesses in the fashion industry will have to face financial or fiscal constraints for embracing sustainable change.

For one, it is more expensive to stay "not sustainable" as countries have begun to implement carbon taxes, which hurt businesses that do not go green. A carbon tax is essentially a tax paid by businesses for each ton of greenhouse gas emissions they emit.

Another reason for adopting sustainability

initiatives is consumer behavior. Studies show that millennials and Gen-Z consumers are willing to spend more on products that would be less harmful to the environment. Likewise, people are more likely to choose fashion brands that prioritize animal welfare or animal protection.

Creating the Investment Package

As is clear from the foregoing discussion, there are benefits and drawbacks for becoming more sustainable, at least on the part of businesses with a view on their profitability. The goal, then, is to tilt the balance more in favor of sustainability. To achieve this, one solution is to create an investment package for the fashion industry – a combination of fiscal and non-fiscal incentives that would encourage luxury and non-luxury brands across the world to be more responsible and sustainable. This can also extend to their celebrity ambassadors or influencers, and their consumers.

For fiscal incentives, the incentive package could include a Green or Sustainable Tax (GST) Refund, a Tax Relief for Non-Luxury Brands, and Tax Holidays for a certain period. These fiscal incentives are straightforward in that they reduce the taxes that businesses or consumers who go green would have to pay.

The GST Refund could be a benefit offered to consumers of sustainable products. By purchasing from sustainable and ethical fashion brands, consumers could be given a tax refund of a certain amount.

Another fiscal incentive is the grant of tax reliefs to non-luxury brands and smaller businesses. The costs of going green would be more impactful to smaller businesses as they may not have the resources to shoulder these expenses. This incentive solves that problem by allowing companies under a certain threshold of income to be exempted from tax.

For bigger businesses, a tax holiday could be granted for a certain period during their transition to becoming more sustainable. It is hoped that this measure would be sufficient to entice bigger fashion brands to prioritize making their products more sustainable so that they would be able to avail of the tax holiday.

The investment package could also include non-fiscal incentives which would involve direct infusions into these businesses. Examples include financial grants or loans, technical assistance, green pass or lane, research

and development support, health programs for laborers, and awards and recognitions, especially for celebrity ambassadors and influencers, among others.

Overall, instead of putting the burden on governments to enforce sustainability initiatives, this investment package seeks to give the choice to the businesses themselves, and the consumers as well.

"The pros and cons of going green is an essential consideration for businesses but, more importantly, for the global community as it is the planet that we live on that is at stake."

(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 a MPA/Mason Fellow at Harvard Kennedy School. He is a member of MAP Tax Committee and MAP Ease of Doing Business Committee, Co-chair of Paying Taxes on Ease of Doing Business Task Force, and Chief Tax Advisor of Asian Consulting Group.

*Feedback at <map@map.org.ph>
and <mon@acg.ph>.)*



PROJECT COMPASS SURVEY - MARCH 2023



*Ramon V. Del Rosario Sr. Center for Management Excellence
Unit 608, Ayala Tower One
Ayala Triangle, Ayala Avenue
1226 Makati City, Philippines
(632) 7751-1151 to 52
map@map.org.ph; map.philippines@map.org.ph
Website: map.org.ph*

March 13, 2023

Circular No. 012 - 2023

Subject: **Project Compass Survey – March 2023**

Dear MAP Member:

Through the MAP Communications Committee, the MAP 2023 Board of Governors has agreed to do a quick dipstick research on the thoughts and perceptions of MAP members, like you.

Your inputs will guide the Board in making MAP an even more relevant and effective organization for its members.

There are no right or wrong answers. We ask though that you elaborate on your answers when needed so we can better appreciate your opinion.

Kindly give us a few minutes of your time to respond to the Project Compass Survey, not later than March 31, 2023, thru the following link:

<https://tinyurl.com/ProjectCompass2023>

Be one of the first 100 to respond and be eligible to participate in the premier raffle giving away staycations, plane tickets, wellness packages and electronic gadgets.

Thank you for your help.

Very truly yours,


BENEDICTA DU-BALADAD
President


SUSAN L. DIMACALI
Chair, MAP Communications Committee

FOR MAP MEMBERS ONLY !!!

Be one of the first 100 to respond and be eligible to participate in the premier raffle giving away staycations, plane tickets, wellness packages and electronic gadgets.

Please respond to the Survey thru the following link:

<https://tinyurl.com/ProjectCompass2023>



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TO BE CONFERRED BY THE BOARD OF ACCOUNTANCY TODAY**



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MAP President 2023



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MAP President 2004



JAIME J. BAUTISTA



ROSARIO S. BERNALDO



ALEXANDER B. CABRERA
MAP Vice President 2023



GUILLERMO N. CARAGUE



GLORIA TAN CLIMACO+



J. CARLITOS G. CRUZ



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CUARESMA, JR.**



**RAMON V.
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MAP Management Man
of the Year (MMY) 1988



**CORAZON S. DELA PAZ-
BERNARDO**
MAP President 1994



BALTAZAR N. ENDRIGA+



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ESPAÑO**



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JAIME C. LAYA
MAP President 1973



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LUIS C. LIWANAG II+



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CONCHITA L. MANABAT



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MARIO T. MANANGHAYA



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FELIPE M. MEDALLA



GREG S. NAVARRO+
MAP President 2014



RIZALINO S. NAVARRO+
MMY 1996
MAP President 1984



CIRILO P. NOEL



RAUL C. PAGDANGANAN



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PUNONGBAYAN**
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CESAR V. PURISIMA



JOSE T. SIO



WASHINGTON Z. SYCIP+
MMY 1967
MAP Co-Founder



NESTOR V. TAN
MMY 2019



WILSON P. TAN



MANUEL B. VILLAR JR.

March 17, 2023

Circular No. 014-2023

March 14, 2023 Courtesy Call of the MAP Infrastructure Committee's Technical Working Group with JICA Chief Representative TAKEMA SAKAMOTO



(seated l-r)

1. Usec. **GLICERIO "Glicer" V. SICAT**,
Vice Chair, MAP Infrastructure Committee;
former Undersecretary of DOTr;
Consultant, Inter Pacific Capital Corp.
2. JICA Chief Representative **TAKEMA SAKAMOTO**
3. Mr. **EDUARDO "Eddie" H. YAP**,
Chair, MAP Infrastructure Committee;
President and CEO, Clairmont Group
4. Sec. **ROGELIO "Babes" L. SINGSON**,
MAP Immediate Past President;
Chair, MAP Water Committee;
former Secretary of DPWH;
President and CEO, Metro Pacific Water

(standing l-r)

1. Mr. **PATRICK SAN JUAN**,
Senior Program Officer, JICA
2. Mr. **MASANARI YANAGIUCHI**,
Senior Representative, JICA
3. Sec. **JOSE "Ping" P. DE JESUS**,
former Secretary of DOTC;
Chair, Converge Pure Fiber Technology
4. Sec. **FIGORELLO "Toto" R. ESTUAR**,
former Secretary of DPWH;
President, F. R. Estuar and Associates
Development and Management Co., Inc.
5. Mr. **KENJI KURONUMA**,
Senior Representative, JICA
6. Ms. **MARICEL LIMJOCO**,
Executive Assistant, MAP

Meeting of the MAP Tech Start-Up Committee March 20, 2023



FORTHCOMING EVENTS



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presents this
Roundtable discussion
with

DR. ARSENIO M. BALISACAN
SECRETARY
NATIONAL ECONOMIC AND
DEVELOPMENT AUTHORITY



Regional
Comprehensive
Economic Partnership
(RCEP): What's in
store for us?

22 MARCH 2023

(WEDNESDAY) AT 1:00PM VIA ZOOM



Sponsored by:

MAP General Membership Meeting

Current State of Philippine Transport

A Project of MAP Infrastructure Committee

April 12, 2023, Wednesday
11:30 AM to 2:00 PM
Bonifacio Hall, Level 4
Shangri-La The Fort



Speaker

Secretary JAIME "Jimmy" J. BAUTISTA

Department of Transportation (DOTr)

**Please register
thru the following link:**

<https://forms.gle/VmgCJaD3orFV9Ljs9>

Registration Fees:	
MAP Member	FREE
Guest	P2,000 each



MAP Governance Committee in collaboration with ICD Technology Governance

OpenAI:

ChatGPT

Navigating AI Ethics for a Responsible Future



18 APRIL 2023, TUESDAY

08:30 AM TO 10:30 AM (GMT+8)



DISCOVERY PRIMEA, MAKATI CITY (LIMITED SEATS) / ZOOM

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Participation in this course meets the recommended best practices for continuing directors education prescribed by the Securities and Exchange Commission (SEC).

OpenAI: ChatGPT

Navigating AI Ethics for a Responsible Future

We will discuss the ethical ramifications of artificial intelligence in this seminar, as well as the contribution that OpenAI's ChatGPT language model makes to a responsible future. This session will give a summary of the current state of AI ethics and emphasize some of the most urgent ethical concerns. As AI's capabilities and integration into our daily lives increase, major questions regarding privacy, bias, responsibility, and the influence of AI on society have arisen. Participants will learn about the important ethical factors that should be taken into account when developing and deploying AI systems and will have the chance to ask questions. We will also discuss the role of OpenAI and ChatGPT in fostering transparency, accountability, and inclusiveness in AI development.

Schedule & Agenda

18 April 2023, Tuesday, 08:30 AM to 10:30 AM (GMT+8)
Venue: Discovery Primea, Makati City / ZOOM

8:30 AM - 8:35 AM	Welcome remarks
8:35 AM - 8:45 AM	Introduction
8:45 AM - 9:05 AM	Overview of AI Ethics
9:05 AM - 9:25 AM	OpenAI and ChatGPT
9:25 AM - 9:40 AM	Break
9:40 AM - 10:20 AM	Panel Discussion and Q&A
10:20 AM - 10:30 AM	Conclusion and Closing Remarks

Registration Details

Invest in your professional development.

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ONLINE: PHP 1,250.00

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ICD MEMBERS AND MAP MEMBERS

NOTE: Registration for ICD and MAP Members is FREE

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TRANSITION SERIES 2
Tuesday • 12 September 2023
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MAP CEO CONFERENCE 2023 REGISTRATION RATES

REGISTRATION FEES			
Payment by	MAP Member	Non-MAP Member	Foreign Delegates
April	P6,000	P8,000	\$150
May	P8,000	P10,000	\$200
June	P10,000	P12,000	\$250
July	P12,000	P14,000	\$300
August	P14,000	P16,000	\$350
September	P16,000	P18,000	\$400
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Payment by	MAP Member	Non-MAP Member
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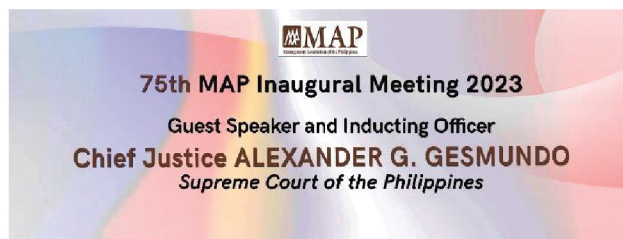
MAP TALKS ON YOUTUBE



March 8, 2023
MAP General Membership Meeting (GMM)
on International Women's Day



February 8, 2023
MAP Economic Briefing and
General Membership Meeting (GMM)



January 31, 2023
MAP Inaugural Meeting and
Induction of MAP 2023 Board of Governors



November 22, 2022
MAP Annual General Membership Meeting and
"MAP Management Man of the Year 2022"
Awarding Ceremony



November 11, 2022
3rd MAP NextGen Conference 2022



October 13, 2022
MAP GMM



September 13, 2022
MAP International CEO Hybrid Conference



September 8, 2022
MAP - PMAP Joint GMM

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

MAP ECONOMIC BRIEFING and GENERAL MEMBERSHIP MEETING

Speakers

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

Gov. FELIPE "Philip" M. MEDALLA
Gangto Senang Pilipinas (GSP)

August 19, 2022, Friday, 12:00 Noon to 2:00 PM
Bonifacio Hall, Level 4, Shangri-La at The Fort

August 19, 2022
MAP GMM

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

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, 11:00 Noon to 2:00 PM
Grand Ballroom A and B, Level 3, Shangri-La at The Fort

July 14, 2022
MAP GMM

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

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
Planned UP Professor of Economics and Management

Panelists

Mr. JOEY BERNARDEZ
Chair
Maybridge Finance and Leasing, Inc.

Mr. CLIFF EALA
President
Syntech Limited

Co-Moderators

Mr. VIC MAGDARAOG
Co-Chair for MAP CEO Academy
MAP HMOG
Senior Business Advisor
Advisory & Insights (AAI)

Dr. BEN TECHANKEE
Co-Vice Chair for Social Justice
MAP ESG Committee
Professor
DLIU

Ms. ALMA JIMENEZ
President and CEO
Health Solutions Corporation

Prof. DINDO MANHIT
CEO and Managing Director
Shallbase Group

July 1, 2022
MAP Webinar

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting "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
Joomla! Data Inspection

Ms. AILEEN JUDAN JIAO
President and Country General Manager
IBM Philippines, Inc.

Mr. PAUL WHITTEN
Cloud Advocate
Red Hat Asia Pacific

Co-Moderators

Mr. PATRICK D. REIDENBACH
Chair, MAP ICT Committee
President, VisioDataReid Solutions, Inc. (VR Solutions)

Mr. EDUARDO "Teddy" G. SUMULONG
Co-Vice Chair, MAP ICT Committee
Managing Director and CEO, Lined Telematics Systems, Inc. (LASE)

June 23, 2022
MAP GMM

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting

INTEGRATING ESG IN THE WAY WE DO BUSINESS

SPEAKERS:

Mr. ANDREW CHAN
Asia-Pacific Leader in ESG
PwC Malaysia

Mr. VINCENT KNEETEL
Circle Economy Director
Public Credit Exchange

Ms. MA. ANTONIA YULO LOYZAGA
President
National Endowment Council

MODERATOR:

Ms. AGNES A. GERVACIO
Co-Vice Chair for Environment, MAP ESG Committee
CEO, NDRM

Q&A MODERATOR:

Atty. ALEXANDER B. CABRERA
Governance Chair, MAP ESG Committee
Chair, Drafting and ESG Section
The Green & Co., Inc. Philippines

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

May 19, 2022
MAP GMM

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

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
AureoPublic (Singapore)

Moderator:

Dr. BENITO L. TECHANKEE
Co-Vice Chair for MAP CEO Academy, MAP HMOG
Professor and Head of the Business for Human Development Network, DLIU

May 2, 2022
MAP Webinar

GREEN EDSA MOVEMENT **MAP** **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

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

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 Wildlife Fund for Nature (WWF)

Ms. ANA MARGARITA MONTIVIEROS
Group – President and Chief Reputation & Sustainability Officer
Santos Energy Ventures, Inc.

Atty. TONY LA VINA
Urban, Access, Subject of Governance
Associate Director, Manila Observatory

Co-Moderators:

Mr. SANTIAGO F. DUMLAOG, JR.
President and CEO
Securities and Exchange Commission (SEC)

Ms. RAQUEL B. CAGURANGAN
Co-Vice Chair, MAP ESG Committee
VP Key Operations, Asiatex Manila City, Inc.

April 29, 2022
MAP Webinar

MAP **PUSH FOR CHANGE**
TOWARDS A BETTER FUTURE FOR ALL

MAP CEO Academy Webinar
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 Farms, Inc.

Moderators:

Mr. OSCAR A. YONRAJAGA
Chair, MAP Agribusiness Committee
Chair and CEO, Teva Holdings Corporation

Mr. CHARLES P. VILLARDO
Chair, MAP Trade, Investment & Tourism Committee
Chair and CEO, PABA, TradePro and PABA Shared Services

April 29, 2022
MAP Webinar

Happy Birthday to the following MAP Members who are celebrating their birthdays within March 2023

MARCH 1

1. **Arch. BENJAMIN "Bing" S. AVILA**
Principal Architect, Avila Architect
2. **Atty. RAYMUND JOSEPH IAN "Raji" O. MENDOZA**
Managing Partner, Mendoza Calnea Mangundayao and Associates
3. **Atty. EDUARDO "Ed" M. PANGAN**
Partner, Mendoza and Pangan Law Offices
4. **Mr. PHILIP G. SOLIVEN**
Vice Chair, Multico Prime Power Inc.

MARCH 2

5. **Mr. EDMUN H. LIU**
Chief Finance Officer, LH Paragon Group of Companies
6. **Mr. FAUSTO R. PREYSLER JR.**
President and Chair, Smith Bell Corporation
7. **Mr. SIMPLICIO "Jun" P. UMALI JR.**
President and General Manager, Gardenia Bakeries (Phils.), Inc.

MARCH 3

8. **Ms. MELESA "Elsie" D. CHUA**
President and CEO, CDC Quadrillion
9. **Mr. JUAN CARLOS "Carlos" G. DEL ROSARIO**
Chair Emeritus, Amalgamated Investment Bancorporation
10. **Mr. ENRIQUE "Ricky" K. RAZON JR.**
Chair and President, ICTSI (International Container Terminal Services, Inc.)

MARCH 4

11. **Mr. WILLIAM N. CHUA CO KIONG**
President, Wills International Sales and Corporation
12. **Ms. GENEROSA "Gigi" PIO DE RODA REYES**
President and CEO, FPG Insurance Co., Inc.

MARCH 5

13. **Mr. TEOFILO "Pilo or Theo" S. EUGENIO**
Former President, Asia Pacific Chartering Phil., Inc.
14. **Mr. CONRADO "Conrad" G. MARTY**
Vice Chair, Hyundai Asia Resources Inc.
15. **Mr. EDWIN "Ed" V. MATULIN**
SVP and Board Director, Synchrony Global Services Philippines, Inc.

MARCH 6

16. **Mr. ALOYSIUS "Nonoy" B. COLAYCO**
Country Chair, Jardine Matheson Group of Companies - Philippines
17. **Mr. ALFREDO "Al" S. PANLILIO**
President and CEO, PLDT and Smart Communications, Inc.
18. **Mr. JAIME AUGUSTO "Jaime" ZOBEL DE AYALA II**
Chair, Ayala Corporation

MARCH 7

19. **Mr. REYNALDO "Rey" C. CENTENO**
8President and CEO, General Life Assurance Philippines, Inc.
20. **Cong. FELICITO "Tong" C. PAYUMO**
Chair, University of Nueva Caceres

MARCH 8

21. **Mr. VITALIANO "Lanny" N. NAÑAGAS II**

MARCH 9

22. **Ms. MARIE KIMBERLY "Kim" S. BENEDICTO**
COO, CLB Engineering and Supply, Inc.
23. **Ms. CORAZON "Cora" S. DE LA PAZ BERNARDO**
Honorary President (former President - 2004 to 2010), International Social Security Association
24. **Atty. ARNEL PACIANO "Arnel" D. CASANOVA**
25. **Engr. WILFREDO "Will" L. DECENA**
CEO, Will Decena & Associates, Inc.
26. **Mr. JEFFREY "Jeff" O. TARAYAO**
President, One Meralco Foundation

MARCH 10

27. **Ms. HAIDEE C. ENRIQUEZ**

MARCH 11

28. **Atty. ARNEL JOSE "Arnel" S. BAÑAS**
Deputy Secretary for Administration and Financial Services, Senate of the Philippines
29. **Mr. RAINERIO "Bong" M. BORJA**
President, Alorica
30. **Mr. EDUARDO "Ed" V. FRANCISCO**
President and CEO, BDO Capital & Investment Corp.
31. **Mr. ALDIE P. GARCIA**
Assurance Partner, Isla Lipana & Co./ PwC Philippines
32. **Ms. CIELITO "Cielo" L. GARRIDO**
CEO, San Dionisio Credit Cooperative
33. **Mr. DEXTER CHUA LEE**
Chief Strategy and Planning Officer, Philippine Airlines (PAL)
34. **Atty. MARIA LOURDES "Malou" P. LIM**
Vice Chair and Tax Managing Partner, Isla Lipana & Co./ PwC Philippines

MARCH 12

35. **Mr. RENE D. ALMENDRAS**
President & CEO, AC Infrastructure Holdings Corporation
36. **Mr. DANTE FRANCIS "Klink" M. ANG II**
Executive Editor, President and CEO, The Manila Times
37. **Mr. RODRIGO "Rod" E. FRANCO**
President and CEO, Metro Pacific Tollways Corporation
38. **Mr. FRANCISCO "Kaiku" H. LICUANAN III**
Chair, Geostate Development Corporation

MARCH 13

39. **Mr. ROLANDO "Rolly" S. NARCISO**
Independent Director, Wilcon Depot, Inc.

MARCH 14

40. **Dr. CYNTHIA R. MAMON**
COO, Enchanted Kingdom, Inc.
41. **Mr. JOSE "Joe" R. SOBERANO III**
President and CEO, Cebu Landmasters, Inc.
42. **Mr. FERNANDO ZOBEL DE AYALA**
Advisor to the Board, Ayala Corporation
43. **Ms. ANNA JERMAINE "Jermaine" V. BOMBASI**
Managing Director, Empire Centre for Regenerative Medicine

President, Organizational Systems, Inc.

MARCH 15

- 44. **Mr. WILSON CHU**
Chair and President, Breadtalk Philippines, Inc.
- 45. **Mr. ROLAND ENRIC L. DELA CRUZ**
Vice Chair, ANR Unlimited MPC
- 46. **Mr. ROLANDO "Rolly" A. JAURIGUE**
ButterflyHouse at KM 89 Garden

MARCH 16

- 47. **Arch. FELINO "Jun" A. PALAFOX JR.**
Founder, President and Principal Architect - Urban Planner, Palafox Associates

MARCH 17

- 48. **Ms. COSETTE V. CANILAO**
President and CEO, Aboitiz InfraCapital, Inc.
- 49. **Dr. CORAZON "Cora" PB. CLAUDIO**
Convenor- Chair, Climate Action and Sustainability Alliance (CASA)
- 50. **Mr. RENATO "Rene" A. FLORENCIO**
Chair, GolconDIA Jewelry and TechnoMarine
- 51. **Dr. NICETO "Nick" S. POBLADOR**
Retired Professor of Economics and Management, University of the Philippines

MARCH 18

- 52. **Mr. LEANDRO "Lean" L. LEVISTE**
Founder and President, Solar Philippines

MARCH 19

- 53. **Mr. ARTHUR "Art" N. AGUILAR**
President, Negros Island Biomass Holdings, Inc.
- 54. **Mr. JOSE "Joe" P. BANTILING**
CEO, Trends and Concepts Total Interior Solutions, Inc.
- 55. **Mr. RAUL JOSEPH "Jojo" A. CONCEPCION**
President and CEO, Concepcion-Carrier Air Conditioning Company
- 56. **Consul Gen. M. ISSAM "Sam" ELDEBS**
President and CEO, DSE Connect Corporation
- 57. **Mr. RENATO "Rene" C. VALENCIA**
Chair, OmniPay, Inc.

MARCH 20

- 58. **Mr. ALEXANDER "Alex" M. GENIL**
President and CEO, ZMG Ward Howell
- 59. **Mr. JOSE MARCEL "Jocel" E. PANLILIO**
Chair and CEO, Boulevard Holdings
- 60. **Sr. ZETA R. RIVERO, SPC**
CEO, Perpetual Succour Hospital of Cebu, Inc.
- 61. **Mr. FREDRICK "Rick" M. SANTOS**
Chair and CEO, Santos Knight Frank Inc.
- 62. **Mr. MICHAEL "Mike" G. TAN**
COO, Asia Brewery Incorporated
- 63. **Dr. REYNALDO "Rey" B. VEA**
President and CEO, Mapua University

MARCH 21

- 64. **Atty. WALTER L. ABELA, JR.**
Partner and Head, Tax and Corporate Services, Navarro Amper & Co./Deloitte
- 65. **Mr. LEOPOLDO "Leo" P. DE GUZMAN**
Chair and CEO, Marigold Estate Ventures Company, Inc.
- 66. **Mr. ARUN RAMESH "Arun" MIRPURI**
President, Philippine Grocers Food Exports, Inc.
- 67. **Mr. WILLIAM CARLOS "William" UY**
Chair and President, Parity Values, Inc.

MARCH 22

- 68. **Mr. MARK DAVID "Mark" C. ALVAREZ**
Managing Director Philippines, InSites Consulting
- 69. **Mr. CARL LESTER "Carl" S. ANG**
EVP, Multi-Rich Home Decors, Inc.
- 70. **Mr. WILSON T. LEI YEE**
CEO, Simply Moving Philippines, inc.

MARCH 24

- 71. **Mr. EUGENE "Eug" S. ACEVEDO**
President and CEO, Rizal Commercial Banking Corporation (RCBC)
- 72. **Ms. MA. LUNA "Luna" E. CACANANDO**
President and CEO, Small Business Corporation

MARCH 25

- 73. **Ms. MARLETH S. CALANOG**
Executive Director, Ateneo de Manila University Graduate School of Business Center for Continuing Education
- 74. **Mrs. VICTORIA "Vicky" P. GARCHITORENA-ARPON**
Consultant, Family Philanthropy and Corporate Social Responsibility March 25
- 75. **Mr. JONATHAN JUAN "JJ" DC. MORENO**
President and CEO, AF Payments Inc.
- 76. **Mr. JESUS "Boboy" C. ROMERO**
COO, Converge ICT Solutions Inc.

MARCH 27

- 77. **Mr. MANUEL LOUIE "Louie" B. FERRER**
Vice Chair, Megawide Construction Corporation
- 78. **Mr. RODRIGO SEGURA**
Partner and Senior Consultant, CMC Business Solutions, Inc.

MARCH 28

- 79. **Atty. J. ANDRES "Andy" D. BAUTISTA**
- 80. **Mr. MENELEO "Ito" J. CARLOS JR.**
President, RI Chemical Corporation
- 81. **Sec. HERMINIO "Sonny" B. COLOMA JR.**
Publisher, Manila Bulletin Publishing Corporation
- 82. **Mr. WOLFGANG KURT "Wolfgang" HARLE**
Managing Director, Harle Philippines, Inc.
- 83. **Mr. RAMON "Mon" S. MONZON**
President and CEO, The Philippine Stock Exchange
- 84. **Ms. LYNETTE ORTIZ**
CEO, Standard Chartered Bank Inc.
- 85. **Mr. JOSE ARNULFO "Wick" A. VELOSO**
President and General Manager, Government Service Insurance System (GSIS)

MARCH 29

- 86. **Mr. JOHN D. FORBES**
Senior Adviser, AMCHAM Philippines

MARCH 30

- 87. **Mr. JAIME "Jimmy" F. SINGSON**
President, USA BPO, Inc.
- 88. **Mr. VICTOR JOSE "Vic" TANCINCO**
President and CEO, St. Peter Life Plan, Inc. March 30

MARCH 31

- 89. **Sec. BENJAMIN "Ben" E. DIOKNO**
Secretary, Department of Finance (DOF)
- 90. **Mr. ROBERTO "Bobby" B. TAN**
President, Philippine Deposit Insurance Corporation (PDIC)

Condolence to the Bereaved Family of



Mr. JAVIER JOSE “JJ” L. CALERO

MAP Life Member

Chair, Full Circle Communication

who passed away on **March 15, 2023** at the age of **86**



For forthcoming
MAP events, please



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weekly e-newsletter

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Contact the



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