



Mr. MON ABREA

“MAPping the Future” *column in INQUIRER*

**“Paying Taxes as
Easy as 1-2-3”**

April 10, 2023



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“Paying Taxes as Easy as 1-2-3” *(from page 1)*



Mr. MON ABREA

There is a recent surge of proposed legislations related to the ease of paying taxes. One such proposed legislation is Senate Bill No. 1346, or the Ease of Paying Taxes Bill, which is presently pending with the Committee on Ways and Means.

Among the salient features of SB 1346 are allowing the filing and payment of returns electronically, requiring only VAT invoices instead of official receipts, and removing the requirement for payment of the annual registration fee.

However, while the said bill is already admirable in its goals, we can be more ambitious with our proposed solutions.

In improving the ease of paying taxes, we need to always keep in mind ways to keep the compliance burden down – while also maintaining the government’s goal of increasing its revenue collections.

Moreover, it must also be balanced with the government’s goal of increasing its revenue collections.

Usually, these two goals go hand-in-hand insofar as reducing the compliance burden increases the efficiency of the tax administration which, in turn, leads to increases in revenue collections.

One of the solutions we discussed in our Science of Behavior Change class with Prof. Todd Rogers at the Harvard Kennedy School is the implementation of data-driven tax systems.

Data-driven systems, outside of taxation, have been used by businesses in personalizing advertisements and product recommendations. If used in the tax system, we can make tax filing more personalized.

One of the ways data-driven systems have been employed in the tax administration is through the use of “pre-populated tax returns” or, sometimes, pre-filled tax returns.

As a broad overview, a pre-populated tax return is, simply put, a tax return that the revenue collection agency fills out on behalf of a taxpayer based on data it has gathered from third parties or even the taxpayers themselves. In essence, the taxpayer’s role would be limited only to confirming or, if the data indicated is inaccurate, informing the tax agency of the correction.

So, how exactly does this help taxpayers and tax agencies?

In a study by Prof. Bankman, a professor of tax law at Stanford University, he observed the benefits of using pre-populated tax returns. He noted that, by removing irrelevant questions from tax returns, the taxpayers will feel that whatever questions are left would be important and tailored specifically for them. According to him, this generally leads to taxpayers being more honest in their tax filings.

For taxpayers, the compliance burden is

lessened because they no longer need to fill out each detail and their role is simply reduced to reviewing the pre-filled tax returns. Taxpayers would no longer need to worry about the filing and payment of their taxes since the tax agency would, for the most part, handle it.

It would likewise result in a faster process and, in the case of overpaid taxes, quicker refunds since the information is already at the hands of the revenue collection agency.

For the tax collection agency, the improved efficiency would result in greater collections. For one, there would be a greater certainty that taxpayers are reporting their real income, especially since the tax agency can countercheck the taxpayer's information with data from third parties. There would also be less risk of tax evasion since every taxpayer would, by default, already have their tax returns pre-filled.

Having pre-filled tax returns would also result in less voluntary and involuntary errors.

Moreover, another benefit observed by Prof. Bankman is that utilizing pre-populated tax returns essentially combines the audit and the filing process into one. Here, the tax agency already does its audit at the point of filing. This leads to less resources being used and dedicated solely for audit purposes.

Based on a 2022 study by the OECD and Congressional Research Service, 83 administrations and 36 out of 195 countries in 2020 have used pre-filled tax returns in their jurisdictions. Examples of countries that have adopted pre-populated tax returns are Australia, Singapore, and Colombia.

In the United States, the State of California had adopted pre-populated tax returns in their tax administration through the CalFile program.

How different is this from our current tax administration in the Philippines? Presently, we have adopted a voluntary system of paying taxes. This means that taxpayers would have to go and fill in the tax returns on their own, submit it to the Bureau of Internal Revenue, and pay the taxes due. To ensure that taxpayers are paying the right taxes, they can be subjected to a BIR audit. If the taxpayer paid the right taxes, then there would be no issues. If the taxpayer did not, then they would be imposed deficiency taxes, penalties, and compromises.

The difference between our present voluntary system and having pre-populated tax returns is immediately apparent. Having pre-populated tax returns lessens the need for BIR audit, reduces the likelihood that taxpayers would misdeclare their taxable income, and almost entirely removes the possibility that taxpayers would not file any returns at all.

The time to talk about and consider effective reforms like this is now. In recent times, the discussion about improving the ease of paying taxes has become more active. Legislators have proposed bills seeking to improve the ease of paying taxes or to institute a taxpayers' bill of rights. These proposed reforms must also consider making tax compliance easier for all taxpayers, especially the SMEs and the individual taxpayers. Implementing pre-populated tax returns must be considered as a salient feature of these proposed legislations.

(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>.)

“Who is Malnourished?”

(from page 1)



Ms. CHIT U. JUAN

When we hear the world “malnourished”, the images that come to mind are emaciated children from poor communities waiting for their next Nutribun or porridge. This malnutrition problem has caused a steep rise in stunted growth of our children over the last decades. Children do not grow to their full potential physically and mentally because of bad food or no food. This is brought about by rising poverty incidence or lack of access to nutritious food.

On the other end of the malnutrition spectrum are those who are obese and unhealthy due to bad nutrition. This may include consumption of convenience food, including but not limited to instant noodles, canned or processed food and fried food from fast food establishments. Convenience stores also offer quick meals for the working class, but largely sugar and fat laden choices.

The Management Association of the Philippines (MAP) has created a Shared Prosperity Committee to encourage our corporate members to help address this malnutrition problem. After all, many of the food companies can do Corporate Social Responsibility (CSR) efforts as a collaboration project with other corporate members, to slowly but surely address our malnutrition situation. These children will compose our future workforce so it is in our best interest to help educate them by feeding them well, too. Education or

knowledge transfer is not effective if the subject cannot think due to hunger or lack of nutrition. In fact, many accounts relate that children cannot absorb what teachers teach because they are hungry when they go to school. This is why the Department of Education (DepEd) has feeding programs to incentivize parents to let children attend school, if only for stomachs to be fed and next, for brains to be fed as well. We hope this program continues nationwide.

Next is really looking at nutrition from locally-available fresh food, instead of convenience food or processed food. In Bukidnon, children get to drink fresh milk as there is a dairy industry in the area. In other places, locally-abundant food should be supplied by communities, cooperatives and farmers’ associations under the Community Participation program of the Government Procurement Board (GPB), as shared with us in a recent UN Women Roundtable on Gender-Responsive Procurement. And under the Magna Carta for SMEs, 10% of government spend must be enjoyed by MSMEs who can supply food to these feeding programs. It just takes awareness of how local government units (LGUs) can help local producers while giving children healthy food. This should be an easy way to solve the malnutrition problem, with the help of MAP members who can help mobilize these activities.

Stunted growth is a real problem, not only because these children will grow up short physically but also mentally challenged to learn and take on new information in this rapidly-progressing world of the Internet and the Metaverse. How will our future workers cope? We must be concerned on how to stop the malnutrition problem if we are to think of our company’s sustainability in the next 20 years, at least.

When I dined in a restaurant in faraway Marilog, Davao, I was pleased to see mostly diminutive young women from the Matigsalog tribe serve and wait at tables in this farm-to-table restaurant. Though lacking in height, they were so adept at working with the digital Point of Sale (POS) system, the espresso machines and the other equipment in this modern food facility. I thought “they can be taught as they are all clean slates undisturbed by gadgets and social media” and true enough, the owner confirmed that he is able to train these indigenous people with absolutely no

culinary background.

Thank God for good natural food, their brains developed to adapt to modern needs, despite the probable lack of other nutrition or stimuli earlier in their lives. I could not help but commend the chef owner for painstakingly training newbies and really fresh out-of-school youth to have responsible jobs in his restaurant.

But this malnutrition does not happen only in far-flung areas. We also see malnutrition in urban places because of the access to convenience food. Kids no longer eat fresh fruits and vegetables as these may not be included in their food budgets. Children do not eat balanced meals due to financial challenges of parents, even for those with double incomes.

I remember the film where an immigrant family in the USA can afford two burgers for 99 cents (approx. 50 pesos) but cannot afford fruits and vegetables. So they subsist on fast food which has become the main reason for rising diabetes in young people as well as obesity. That is also now happening in our country. Sit in a mall for an hour and observe how many obese youth you can find among the mallgoers. I always observe what they order in restaurants and am convinced it is fast food that is the main cause of this growing problem.

So, as employers of these future workers, we should be concerned as far back as yesterday to address this problem. We will soon have a working citizenry made up of malnourished children (rural and urban) whose mental abilities will be impaired and whose potential may be hampered simply with lack of good, healthy and nutritious food sources. We can find simple solutions to this growing challenge and threat to the sustainability of our enterprises. We must start now if we are to ensure the availability of a healthy and bright workforce in the future.

MAP's plan for Shared Prosperity is timely and worth working on, all for our own good, too.

(The author is Co-Vice Chair of the MAP Environment Committee. She is President of NextGen Organization of Women Corporate Directors (NOWCD), Founder of the ECHOstore Sustainable Lifestyle. She is a member of the global Slow Food community promoting good,

clean and fair food. Feedback at <map@map.org.ph> and <pujuan29@gmail.com>).



 **MAP**
Management Association of the Philippines

NO FREE LUNCH

Incessantly inferior infrastructure

By: Cielito F. Habito

*@inquirerdotnet Philippine Daily Inquirer
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When the government's premier think tank calls out our infrastructure as inadequate and inferior, our leaders need to sit up and listen. The Philippine Institute for Development Studies (PIDS) has done just that on our transport infrastructure, in the latest issue of its Development Research News, which summarizes the latest key research findings by its pool of experts.

PIDS is no ordinary think tank. Consistently among the top-ranked development think tanks worldwide, it is widely respected in the research community for credible, independent, and data-driven policy research. And even as a government think tank, it has always upheld its independence, never hesitating to call out the government's faults and shortcomings when its evidence-based analyses call for it.

On land transport, researchers Adoracion Navarro and Jokkaz Latigar documented how we continue lagging behind our Southeast Asian neighbors in improving the quantity and quality of road and rail transport infrastructure. The 2019 Global Competitiveness Index rates us poorly in road connectivity and quality, railroad density, and efficiency of train services. While noting some improvement in the quality of national roads, the authors found that more local roads are rated "poor" to "bad" than "good" to "fair." Many bridges remain temporary (i.e., made of timber and bailey) and need replacement with more permanent concrete and steel. They also noted how our active railways shrank drastically from over a thousand kilometers in the 1970s to only 77 km in 2016. This had increased again to 395 km by 2021, but load factor data reveal severe congestion in rail transit systems in Metro Manila. Harassed daily city rail commuters need not see the data to know that our rail transport system is woefully behind.

Kris Francisco and Valerie Lim observed similarly severe capacity and technical limitations in our air transport sector. Even back in 2016, the Ninoy Aquino International Airport already handled nearly five million

passengers beyond its annual capacity of 35 million. Only 22 of our 90 national airports are equipped for night use. Oxford Economics scores us lowest on aviation infrastructure in the region. The authors call for an overhaul of the institutional environment for air transport, citing past recommendations for an integrated system and improved interagency coherence, convergence, and coordination.

Recent maritime accidents highlight our similar troubles in the water transport sector. In another study, Francisco and Lim noted that while there may be enough seaports in the country, most are underdeveloped and underequipped, with most major ports suffering from congestion. The result is imbalanced port utilization, with ports having uneven capacity and capability. Institutional issues also hound the water transport sector, as the authors observe conflicting roles of government agencies and a lack of coordination in port planning. It has long been pointed out, for example, that the Philippine Ports Authority has conflicting roles as developer, operator, and regulator of ports, and yet this basic anomaly remains unaddressed. The authors add that these institutional issues have contributed to the low quality of services and inefficient functioning of public ports. They cite the main challenge as "the absence of institutional anchoring for overall integrated planning for multimodal transport."

A seamless multimodal transport system has in fact been a declared goal since the 1990s. Yet our mass railway system has yet to be connected to our airport terminals like they are elsewhere—even as it would have been so easy to do, with the LRT-1 line barely a kilometer away. Insiders admit that vested interests in the taxi industry had prevailed over public interest and prevented such connections from happening. As long as our infrastructure planning is not based on the greatest good for the greatest number, little will be gained in closing our infrastructure gap with our neighbors, as we've failed to do for decades now.

And we haven't even touched on power, water, and telecommunications, where our inadequacies are equally, if not more daunting.

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BOARD TALK

Business Features Editor
Doris Dumlao-Abadilla

The No.1 innovation mistake businesses make that bleeds them dry

In Germany, we have a saying that goes, *Hochmut kommt vor dem Fall*. This means that overconfidence and arrogance lead to failure. This is why I teach my Fortune 500 CEOs, family business and entrepreneur clients that it is wise to have a healthy sense of paranoia about what you might be missing when you are at the top. It insulates you against overconfidence, ignorance or arrogance, which usually precedes a fall.

Most companies, even the market leaders, are just one or two major strategic decisions away from complete failure. Paranoia is a healthy habit to cultivate.

Innovation is not a linear process

As a "global management guru," as Bloomberg has called me, and as the owner of a worldwide strategy and management consulting group, I see day and day out that innovation is one of the most misunderstood concepts in companies. Some countries handle it better than others, Israel for example or the United States, but overall, most companies still get it wrong.

I was talking to one of the family members of one of the wealthiest Southeast Asian family business conglomerates that is now in its fifth generation. When we discussed innovation, it became clear that she had an understanding that was superior to most business executives because she not only had a business background but also an artistic one.

Innovation is not a linear process. You cannot put a 10-point plan together, press the button and out comes great innovation. It just does not work like that. The control freak has to leave the room! The secret is to create the right environment for great innovation. Then you need to step back and let the magic happen. With patience and trust, you will reap the rewards over time.

The best ideas rarely come from the top

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PROFIT PUSH

TOM OLIVER

That includes the boardroom. This is why you need to make sure you give everyone a voice that can be heard. And here lies one of the biggest mistakes companies make: They innovate when it's too late, or they innovate in an isolated part of the organization, or they innovate once or twice a year when they run special events such as "innovation drives," etc.

While these are in principle good ideas and certainly better than nothing, they fail to produce the breakthrough ideas and groundbreaking innovation that can set the business permanently apart from the competition. For innovation to work and produce great results, it has to be a constant in your organization.

Remember: You want to be where no one else is. You want to be in a world of your own. You want to dominate your market like a monopoly because that will give you a license to print money.

How you do anything is how you do everything

As Aristotle said: "We are what we repeatedly do. Excellence then is not an act. It's a habit." And so innovation must be a habit for it to produce the kind of excellent results that put your business into that world of its own.

This is why you have to set up innovation structures, systems and channels that run through your organization like a red thread, like concrete beams through a skyscraper.



ILLUSTRATION BY RACHEL REVILLA

what will drive them tomorrow. If you have that humble attitude of knowing that you don't know, you are already ahead of 99 percent of your competitors—because the biggest and most common flaw in boardrooms is the overestimation of their competence.

Be humble

Know that you do not know. The doorman in a luxury hotel knows much more about the hearts and minds of the clients than the general manager (GM), simply because the doorman spends a lot more time with the clients than the GM ever will. In the same way, you have to listen to your front-liners more than to the board if you want to know what drives your customers and therefore what products or services they will need tomorrow.

Corporate history is full of anecdotes of famous failures that are directly linked to the boardroom ivory tower arrogance and ignorance. Don't make that same mistake. You are smarter than that. Listen to the ones who know. Empower your front-liners to have a voice. Trust them more than the fancy market research studies you pay so much money for and that are usually not worth more than the paper they are printed on.

Your people are your greatest asset. Use them.

Truth is the essential foundation for producing good outcomes

In all my writings, I keep stressing that the most important job of a business leader is to see reality as clearly as possible. Why? Because most businesses are just one or two major strategic decisions away from breakthrough success or monumental failure. And as a business leader, you need to make the best strategic decisions. You can only do that if you have clarity about what the reality of your business is like. If you set up the right innovation structures and systems and

you make that a constant practice in your organization (think "long term" not "events"), then you will get a steady and constant stream of ideas, data and insights from all ranks in your organization.

This will empower you to see reality as clearly as possible. As icing on the cake, it will also empower you to detect trends and be ahead of your competition because you will have your ears close to the ground.

Practice till you can't get it wrong

What made Arnold Schwarzenegger win the Mr. Universe title seven times is the same principle that builds the world's most innovative companies: repetition, repetition, repetition. This is why the companies that practice an "ad-hoc" or "stop and go" approach to innovation never truly succeed with innovation in any meaningful way.

How do you do anything is how you do everything. This means that you need to make innovation a habit; otherwise, you will not succeed. It has to become second nature so you get this constant stream of data and insights and new ideas over years and years.

Remember: You cannot control the economy, politics or other external factors. The only thing you have 100-percent control over is your productivity, your own, that of your people and the productivity of your organization. Innovation plays a fundamental part in that. Master innovation and you will master productivity! [@](#)



Tom Oliver, a "global management guru" (Bloomberg), is the chair of the Tom Oliver Group, the trusted advisor and counselor to many of the world's most influential family businesses, medium-sized enterprises, market leaders and global conglomerates. For more information and inquiries, visit www.TomOliverGroup.com or email Tom.Oliver@inquirer.com.ph

"Paying taxes as easy as 1-2-3"

by

Mr. MON ABREA

Member of MAP Ease of Doing Business Committee
Founding Chairman and Senior Tax Advisor of Asian Consulting Group
Co-Chair of Paying Taxes, EODB Task Force

"MAPping the Future"
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Paying taxes as easy as 1-2-3

There is a recent surge of proposed legislations related to the ease of paying taxes. One such proposed legislation is Senate Bill No. 1346, or the Ease of Paying Taxes Bill, which is presently pending at the committee on ways and means.

Among the salient features of SB 1346 are: allowing the filing and payment of returns electronically; requiring only value added tax (VAT) invoices instead of official receipts; and removing the requirement for payment of the annual registration fee.

However, while said bill is already admirable in its goals, we can be more ambitious with our proposed solutions.

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MAPPING THE FUTURE

RAYMOND A. ABREA

Data-driven systems

One of the solutions we discussed in our Science of Behavior Change class with Prof. Todd Rogers at the Harvard Kennedy School is the implementation of data-driven tax systems.

Outside of taxation, these have been used by businesses in personalizing advertisements and product recommendations. If used in the tax system, we can make tax filing more personalized.

One of the ways data-driven systems have been employed in tax administration is through the use of "pre-populated tax returns" or, sometimes, pre-filled tax returns.

As a broad overview, a pre-populated tax return is, simply put, a tax return that the revenue collection agency fills out on behalf of a taxpayer based on data it has gathered from third parties or even the taxpayers themselves. In essence, the taxpayer's role would be limited only to confirming or, if the data indicated are inaccurate, informing the tax agency of the correction.

So, how exactly does this help taxpayers and tax agencies?

In a study by Prof. Joseph Bankman, a professor of tax law at Stanford University, he observed the benefits of using pre-populated tax returns. He noted that, by removing irrelevant questions from tax returns, the taxpayers will feel that whatever questions are left would be important and tailored specifically for them. According to him, this generally leads to taxpayers being more honest in their tax filings.

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For the tax collection agency, the improved efficiency will result in greater collections. For one, there will be a greater certainty that taxpayers are reporting their real income, especially since the tax agency can countercheck the taxpayer's information with data from third parties. There will also be less risk of tax evasion since every taxpayer will, by default, already have their tax returns pre-filled.

Having pre-filled tax returns will also result in less voluntary and involuntary errors.

Moreover, another benefit observed by Bankman is that utilizing pre-populated tax returns essentially combines the audit and the filing process into one. Here, the tax agency already does its audit at the point of filing. This leads to less resources being used and dedicated solely for audit purposes.

Less BIR audit

Based on a 2022 study by the OECD and Congressional Research Service, 83 administra-

tions and 36 out of 195 countries in 2020 have used pre-filled tax returns in their jurisdictions. Examples of countries that have adopted pre-populated tax returns are Australia, Singapore and Colombia.

In the United States, the State of California has adopted pre-populated tax returns in their tax administration through the CalFile program.

How different is this from our current tax administration in the Philippines? Presently, we adopt a voluntary system of paying taxes. This means that taxpayers will have to go and fill in the tax returns on their own, submit it to the Bureau of Internal Revenue (BIR) and pay the taxes due. To ensure that taxpayers are paying the right taxes, they can be subjected to a BIR audit. If the taxpayer paid the right taxes, then there would be no issues. If the taxpayer did not, then they would be imposed deficiency taxes, penalties and compromises.

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The time to talk about and consider effective reforms like this is now. In recent times, the discussion about improving the ease of paying taxes has become more active. Legislators have proposed bills seeking to improve the ease of paying taxes or to institute a taxpayers' bill of rights. These proposed reforms must also consider making tax compliance easier for all taxpayers, especially the small and medium enterprises and the individual taxpayers. Implementing pre-populated tax returns must be considered as a salient feature of these proposed legislations. [@](#)



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MAP INSIGHTS
CHIT U. JUAN

Who is malnourished?

When we hear the word "malnourished," the images that come to mind are emaciated children from poor communities waiting for their next Nutribun or porridge. This malnutrition problem has stunted the growth of our children in the past decades. Children do not grow to their full potential physically and mentally because of bad or no food. This is brought about by the rising poverty incidence or lack of access to nutritious food.

On the other end of the malnutrition spectrum are those who are obese and unhealthy due to bad nutrition. This may include consumption of convenience food, including instant noodles, canned or processed food and fried food from fast-food chains. Convenience stores also offer quick meals for the working class, but largely sugar- and fat-laden choices.

The Management Association of the Philippines (MAP) has created a Shared Prosperity Committee to encourage our corporate members to help address this malnutrition problem. After all, many of the food companies can do corporate social responsibility efforts as a collaboration project with their peers to slowly but surely address our malnutrition situation. These children will compose our future workforce so it is in our best interest to help educate them by feeding them well. Education or knowledge transfer won't be effective if a child can't think due to hunger or lack of nutrition. In fact, many accounts relate that children can't absorb what teachers teach them because they are hungry when they go to school. This is why the Department of Education has feeding programs to incentivize parents to let children attend school, if only for stomachs to be fed and next, for brains to be fed as well. We hope this program continues nationwide.

Next is really looking at nutrition from locally available fresh food instead of convenience or processed food. In Bukidnon, children get to drink fresh milk



attend the chef-owner for painstakingly training newbies and fresh out-of-school youth to have responsible jobs at his restaurant. But malnutrition does not happen only in far-flung areas. We also see it in urban places because of easy access to convenience food. Kids no longer eat fresh fruits and vegetables because these may not be included in their food budgets. Children do not eat balanced meals because their parents are financially challenged even if they have double incomes.

I remember the film where an immigrant family in the USA could afford two burgers for 99 cents (P54) but could not afford fruits and vegetables. So they subsist on fastfood, which has become the main reason for rising diabetes in young people as well as obesity. That is also now happening in our country. Sit in a mall for an hour and observe how many obese youth you can find among mall goers. I always observe what they order at restaurants and I'm convinced fastfood is the main cause of this growing problem.

So, as employers of these future workers, we should address this problem. We will soon have a working citizenry made up of malnourished children in rural and urban areas whose mental abilities will be impaired and whose potential may be hampered simply by lack of good, healthy and nutritious food sources. We can find simple solutions to this growing challenge and threat to the sustainability of our enterprises. We must start now if we are to ensure the availability of a healthy and bright workforce in the future.

MAP's plan for Shared Prosperity is timely and worth working on, all for our own good, too. ■

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"Who is malnourished?"

by

Ms. CHIT U. JUAN

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MY CUP OF LIBERTY
BIENVENIDO S. OPLAS, JR.

After four months of Philippine inflation at 8% and above, dipped to 7.6% in March, a welcome development. But this is more of European level than East Asian as East Asians had inflation of only 1% to 6.3% in February.

On April 12, the Philippines' economic and infrastructure teams will hold another Philippines Economic Briefing, this time in Washington, DC. The economic team is composed of Finance Secretary Benjamin E. Diokno, Budget Secretary Amehab F. Pangandaman, National Economic and Development Authority Secretary Arsenio M. Bal-

sacan and central bank Governor Felipe M. Medalla.

The US-Canada-Europe economies are generally in bad shape, suffering from high inflation and low, decelerating GDP growth. I computed the average first quarter or January-March inflation rates of countries in 2020-2022, and the US and UK lead in this very bad trend. Many businesses there would experi-

ence losses or flat revenues and will consider moving to emerging economies where growth is generally faster and inflation is lower (Table 1).

The Philippine economic and infrastructure teams should further assure US-based investors that their money and resources will have better returns here than in Europe or other continents, or at least comparable returns as in other East Asian economies.

In projecting future inflation rates, the "base effect" of the consumer price index (CPI) is an important consideration because inflation is the percent

TABLE 1
Inflation rate and GDP growth in %

Country	Inflation Jan.-March			Inflation 2023			GDP growth 2022			
	2020	2021	2022	Jan.	Feb.	March	Q1	Q2	Q3	Q4
US	2.1	1.9	8.0	6.4	6.0		3.7	1.8	1.9	0.9
UK	1.7	0.6	6.2	10.1	10.4		10.6	3.8	2.0	0.6
Germany	2.0	1.5	5.8	8.7	8.7	7.4	3.6	1.6	1.4	0.9
Canada	1.8	1.4	5.8	5.9	5.2		3.2	4.7	3.8	2.1
Italy	0.3	0.6	5.7	10.0	9.1	7.7	6.4	5.0	2.7	1.4
France	1.2	0.8	3.7	6.0	6.3	5.6	4.8	4.2	1.0	0.5
India	6.7	4.9	6.3	6.5	6.4		4.1	12.2	6.3	4.4
South Korea	1.0	1.4	3.8	5.2	4.8	4.2	3.0	2.9	3.1	1.3
Taiwan	0.6	0.8	2.8	3.0	2.4		3.9	3.0	3.6	-0.4
China	5.0	0.0	1.1	2.1	1.0		4.8	0.4	3.9	2.9
Japan	0.5	-0.5	0.9	4.3	3.3		0.5	1.7	1.5	0.4
Thailand	0.4	-0.5	4.7	5.0	3.8	2.8	2.2	2.5	4.6	1.4
Singapore	0.4	0.7	4.6	6.6	6.3		4.0	4.5	4.0	2.1
Philippines	2.6	4.0	3.3	8.7	8.6	7.6	8.2	7.5	7.6	7.2
Indonesia	2.9	1.4	2.3	5.3	5.5	5.0	5.0	5.5	5.7	5.0
Malaysia	0.9	0.5	2.2	3.7	3.7		5.0	8.9	14.2	7.0
Vietnam	5.6	0.3	1.9	4.9	4.3	3.4	5.1	7.8	13.7	5.9

SOURCE: TRADING ECONOMICS; INFLATION JAN.-MARCH AVERAGES ARE AUTHOR COMPUTATIONS

Philippines to offer more investor returns than Europe

TABLE 2
Big transportation projects under DoTr (below P50 billion not included)

Projects	P Billion	Cap., length	Private proponent
A. Awarded			
New Manila International Airport (Bulacan International Airport)	735.6	200 million passengers/yr	SMC Aerocity, Inc.
MRT Line 7	77.0	23 kms.	SMC-Mass Rail Transit 7, Inc.
LRT Line 1 Cavite Extension Operation & Maintenance	64.9	11.7 kms.	Light Rail Manila Corp.
B. For Approval			
MRT-7 variation proposal	125.0		SMC-Mass Rail Transit 7, Inc.
C. Unsolicited, under evaluation			
50-year integrated Dev't Plan for MGA	199.4		GMR-Megawide Consortium
MRT 7 Airport Access-North Line Project	130.9	30.3 kms.	San Miguel Holdings Corp.
MRT 7 Katipunan Spur Line Project	107.0	13.1 kms.	San Miguel Holdings Corp.
CS MRT 10 Project	112.3	22.5 kms.	CS Mass Transit Corp. Limited
Modified LRT 6 B & C Phase 1	92.1	7.2 kms.	Prime Asset Ventures, Inc. (PAVI)
MRT-II Project	81.8	18 kms.	Aercon Integrated Transport Services, Inc.
Cebu Monorail Transit System Project	79.6	27 kms.	Udenna Infra Corp.
Build-Transfer-Operate-Maintain (BTOM) for Modified LRT 6 Phase 1	73.2	23.5 kms.	Prime Asset Ventures, Inc. (PAVI)
East-West Rail Project	72.1	9.4 kms.	East-West Rail Corp. and AlloyMTD
Davao International Airport Dev't, Operation, and Management	50.8		Chelsea Logistics Holdings Corp.

SOURCE: [HTTP://WWW.DOTR.GOV.PH/DOTr-List-of-Projects](http://www.dotr.gov.ph/DOTr-List-of-Projects)

change in CPI a year ago. So, the high Philippines inflation in January to March was partly due to low CPI base a year earlier. With high CPI base from April to December 2022, we can expect lower inflation or percent change in CPI this coming April to December.

The transportation and storage sector accounts only for 3-4% of total GDP but it is an important enabler of production of more goods and services. More mobility of fertilizers and crops, fishery and livestock, steel and cement, people and services across islands and provinces means more

growth in agriculture, manufacturing, construction, tourism and other sectors and hence, in overall GDE.

In 2020, GDP contraction was 9.5%, but the transportation and storage sector's contraction was deeper at -30.6%. In 2021 and 2022 recovery, GDP growth was 5.7% and 7.6% but the sector's growth was 6.3% and 23.9%, respectively. The main enemy of transportation and overall GDP growth is lockdown dictatorship that was unleashed in the Philippines in 2020 and 2021.

With the "pull up" effect of transportation in overall GDP, we

should have bigger, more modern airports, seaports and rail system in the country. The big exodus of people from Metro Manila and neighboring provinces to other provinces during the Holy Week long holidays, moving by air, sea and land highlighted once again the role of the Department of Transportation.

I checked the transportation projects both solicited and unsolicited, from the Public-Private Partnership (PPP) Center. There are many huge projects and the big private proponents are San Miguel Corp. (SMC, Ramon Ang), Prime Assets (Manny Vil-

CALL FOR NOMINATIONS FOR THE SCALE PROGRAM

Scale

Building resilient and sustainable tech businesses

Armed with a mission to shape the Philippine startup economy, the Scale program is an initiative led by the Management Association of the Philippines (MAP) and PwC Philippines, together with QBO Innovation Hub, the Department of Trade and Industry (DTI) and Foxmont Capital Partners. It seeks to develop promising startups across various industries through a process of mentorship and advisory.



What does Scale aim to do?



Who can join Scale?

- Startups looking to grow and want to scale
- Corporates that are shaping the digital future of their organizations and are open to working with startups
- Strategic investors who are looking for promising and sustainable startups



How can I register for Scale?

Scan the QR code to fill out the registration form or email us at ph_scale@pwc.com

Deadline for registration is on 19 April 2023.



March 24, 2023

Circular No. 015 - 2023

Subject: **Call for Nominations for the SCALE PROGRAM**

Dear MAP Member:

On behalf of the MAP Board of Governors and the MAP Tech Start-Up Committee, we would like to invite you to submit your nominations and/or volunteer as mentor for the **SCALE PROGRAM**.

The **SCALE PROGRAM** is a joint project of Department of Trade and Industry (DTI), Foxmont Capital Partners, IdeaSpace Foundation Inc./QBO, PwC Philippines and MAP.

Here below for your reference are the key information about the **SCALE PROGRAM**:

OBJECTIVES

1. Prepare start-ups to scale up and admit investors by providing them important knowledge on governance, business valuation, deal processes as well as challenging them on their product and business model.
2. Enable MAP members, who would like to be investors and/or mentors of promising start-ups, to contribute to the development of the Philippine start-up ecosystem.

TARGET PARTICIPANTS

1. Start-ups that are looking for ways to grow and scale up.
2. Start-ups that are moving towards or already in the A and B Series levels.

(Series A refers to the level where shares of the start-ups are offered in exchange for capital. Series B level refers to start-ups with steady streams of revenue and have proven that they can scale up.)

Note: Nominations will be coming from MAP members and MAP's partners for the **SCALE PROGRAM**: (1) DTI, (2) Foxmont, (3) IdeaSpace/QBO and (4) PwC Philippines.

VETTING PROCESS

Each nomination will undergo vetting by the MAP Tech Start-Up Committee. The vetting process will consist of:

1. An evaluation of the company, its operations and its officers,
2. An interview with its officers, and
3. An ocular of its place of business.

CRITERIA

1. The start-up should be bringing new and innovative technology-based products and/or services to the market.
2. The start-up has been operating for at least two years in the Philippines.
3. The start-up is operating in any of the following sectors:
 - 3.1 Agribusiness
 - 3.2 Artificial Intelligence (AI)
 - 3.3 E-commerce
 - 3.4 Educational technology
 - 3.5 Financial technology
 - 3.6 Food
 - 3.7 Healthcare
 - 3.8 Insurance technology
 - 3.9 Supply chain management and logistics
 - 3.10 Sustainability, Climate Change, Environment

Note: The criteria have been made easy and simple, and excluded the audited financial statement requirement as most start-ups find this difficult to provide.

TIMETABLE

April 12, 2023	Launch of SCALE PROGRAM at the April 12, 2023 MAP General Membership Meeting
April 19, 2023	Deadline of submission of nominations
Last week of April	Launch Party at the Sinigang Valley
April 20 to May 5, 2023	Pre-screening
May 10, 2023	Announcement of short-listed nominees during the May 10, 2023 MAP General Membership Meeting
May	Vetting Period to generate 12 to 15 participants
June - August	Mentorship Program
	1st module - Scaling up
	2nd module - Valuation
	3rd module - Revalida
	4th module - Governance and Reporting
	Fireside Chats and Mixers
September	Culmination Activities (Final Pitch, Awarding, etc.)

MENTORS

Each start-up will be assigned at least one mentor from MAP. The mentors will be identified after the participating start-ups have been chosen.

HOW TO NOMINATE

Submit thru this Google Form link:

<<https://forms.gle/wAvyQnxQYKDGvgiP9>>

the following information:

1. Name of Nominator
2. Name of Start-up
3. Description of Start-up's products/services
4. Names and Profiles of the Start-up's officers

If you have questions, please call MAP Executive Director Arnold P. Salvador via <map@map.org.ph> or +63917-820-2456, or PwC Deals and Corporate Finance Senior Manager Trissy Rogacion via <karen.patricia.rogacion@pwc.com> or +63917-836-8673.

Thank you.

Sincerely,



BENEDICTA DU-BALADAD
MAP President



ALEXANDER B. CABRERA
Governor-in-Charge
MAP Tech Start-Up Committee



ALDIE P. GARCIA
Chair
MAP Tech Start-Up Committee



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)



Reactor:

Mr. TAKEMA SAKAMOTO
Chief Representative
Japan International
Cooperation Agency (JICA)

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

INVESTMENT FEE	MAP MEMBER	NON-MEMBER
Face-to-Face Fee	FULLY BOOKED	FULLY BOOKED
Online Fee	FREE	P1,250



SCAN THE QR CODE

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.

NON MEMBERS

ONSITE: PHP 2,800.00
ONLINE: PHP 1,250.00
inclusive of VAT

ICD MEMBERS AND MAP MEMBERS

NOTE: Registration for ICD and MAP Members is FREE

MAPPING THE INVESTMENT ECOSYSTEM

Mining the SWEET SPOTS

Why
Where to
How to

INVEST



April 19, 2023
| Wednesday

8:30 AM - 2:00 PM
Bonifacio Hall, Level 4
Shangri-la The Fort

Registration Fees

MAP Members
FREE

(for the first 100 to register)

Invited Guests
FREE

Other Guests
P3,500

(per head)

INVESTMENT CAMPAIGN SERIES

Partnered by





**APPLY TO ATTEND
MAY 1-4, 2023
EXPAND YOUR REACH**

2023

May 1-4
SELECTUSA INVESTMENT SUMMIT
Gaylord National
Resort & Convention Center, Maryland

2023 SelectUSA Investment Summit

The SelectUSA Investment Summit is the United States' premier annual event **dedicated to promoting foreign direct investment (FDI)**. The convening power of the Investment Summit brings worldwide attention to the U.S.' expanse of investment potential creating business opportunities and directly connecting investors with U.S. economic development organizations (EDOs).

Explore 100+ sessions featuring C-Suite Executives, Cabinet Officials, Governors, and more. **Meet over 71 U.S. EDO representatives** from 51 U.S. States and Territories in one location. **Connect with 1,400+ Business investors from 70+ international markets.**

The annual event highlights the current U.S. investment environment and industry trends in its robust and curated agenda featuring:

- **SelectUSA Tech**, connecting early-stage and startup technology companies to prospects for advancement in the U.S. market.
- **Select Global Women in Tech** (SGWIT) Mentorship Network connecting international women founders of early-stage and startup tech companies to resources needed to successfully expand into the U.S. market.
- Appearances by US senior government officials, C-Suite business executives, and other thought leaders.
- Sessions on global climate priorities like key clean energy, advanced batteries, energy storage, civil nuclear energy, offshore wind, and semiconductors.
- Online Networking platform to schedule meetings and curate personalized agendas.



Secretary Gina M. Raimondo at 2022 SUSA Investment Summit

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~ 2022 SelectUSA Investment Summit Participant

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Begins March 1, 2023



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To join the Philippine Delegation to the Summit, please contact Jeanne Santiago at Jeanne.Santiago@trade.gov or telephone number 5301-2696.

SAVE THE DATE REGISTER EARLY

ON A COHESION COURSE

Leading In the Age of Unlimited Possibilities



2023 MAP International CEO Conference
TRANSITION SERIES 2
Tuesday • 12 September 2023
Shangri-La at the Fort

Please register thru the following link:
<https://forms.gle/xonTxE2ArxfGTWdCA>

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

Get 1 FREE seat for every 5 seats paid.

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

Please register thru the following link:
<https://forms.gle/xonTxE2ArxfGTWdCA>

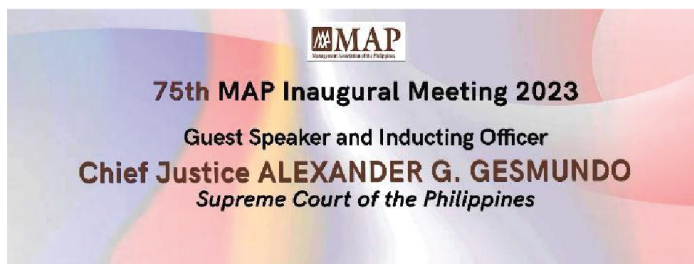
MAP TALKS ON YOUTUBE



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
Bangko Sentral ng Pilipinas (BSP)

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, 12:00 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 Economic Thought Leader
Ratford UP Professor of Economics and Management

Panelists: **Mr. JOEY BERMUDEZ** (Chair, Maybridge Finance and Leasing, Inc.), **Mr. CLIFF EALA** (President, Synetys Limited)

Co-Moderators: **Mr. VIC MAGDARAOG** (Co-Chair for MAP CEO Academy, MAP HMDC), **Dr. BEN TEHANKKEE** (Co-Vice Chair for Social Justice, MAP ESG Committee), **Ms. ALMA JIMENEZ** (President and CEO, Health Solutions Corporation), **Prof. DINDO MANHIT** (CEO and Managing Director, Skolbas Group)

July 1, 2022
MAP Webinar

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

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

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

Speakers: **Dr. DAVID R. HARDOON** (Managing Director, Atsuh Data Innovation), **Ms. AILEEN JUDAN JIAO** (President and Country General Manager, IBM Philippines, Inc.), **Mr. PAUL WHITTEN** (Chief Advocate, Red Hat Asia Pacific)

Co-Moderators: **Mr. PATRICK D. REIDENBACH** (Chair, MAP ICT Committee, President, UbaidoReidenbachSolutions, Inc. (UR Solutions)), **Mr. EDUARDO "Teddy" G. SUMULONG** (Co-Vice Chair, MAP ICT Committee, Managing Director and CEO, Land Registration Systems, Inc. (LARS))

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

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

EMCEE: **Ms. AGNES A. GERVACIO** (Co-Vice Chair for Environment, MAP ESG Committee, CEO, MDH Marine)

Speakers: **Mr. ANDREW CHAN** (Asia-Pacific Leader in ESG, PwC Malaysia), **Mr. VINCENT KNEEFEL** (Circular Economy Director, Public Credit Exchange), **Ms. MA. ANTONIA YULO LOYZAGA** (President, National Residence Council)

Q&A MODERATOR: **Atty. ALEXANDER B. CABRERA** (Governance-Chair, MAP ESG Committee, Chief Strategy and ESG Leader, Ilo Iloano & Co., Inc. Philippines)

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

MAY 2, 2022, Monday, via ZOOM

Speakers: **Mr. WILSON I. CHUA** (Managing Director and Founder, Futuro Gen International Pte Ltd, (Singapore)), **Mr. ROGER DO** (CEO, AutoPulse (Singapore))

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

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

April 29, 2022, Friday, via ZOOM

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

Moderators: **Mr. SANTIAGO F. DUMLAO, JR.** (Chairman, GEM, Secretary General of Association of Greening Agencies in Asia (AGASA)), **Ms. RAQUEL B. CAGURANGAN** (Chair, MAP Agriculture Committee, VP, Ag & Livestock, Asean Health Care, Inc.)

April 29, 2022
MAP Webinar

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

PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT

April 29, 2022, Friday, 3:00 PM to 5:00 PM via ZOOM

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

Moderators: **Mr. OSCAR A. TORRALBA** (Chair, MAP Agriculture Committee, Chair and CEO, Teves Holdings Corporation), **Mr. CHARLIE P. VILLASOR** (Chair, MAP Trade, Investments & Tourism Committee, Chair and CEO, PAMA, Trade Procure and PAMA Shared Services)

April 29, 2022
MAP Webinar

Happy Birthday!

to the following MAP Members who are celebrating their birthdays within **April 2023**

April 1

Ms. MARIA AILEEN “Mylene” ABIVA
President and CEO, FELTA Multi-Media, Inc.
Atty. LORNA PATAJO “Lorna” KAPUNAN
Senior Partner, Kapunan & Castillo Law Offices
Ms. VICKY LEE “Vicky” SALAS
Partner, Financial Services Organization Leader,
SyCip Gorres Velayo & Company (SGV & Co.)

April 2

Gen. JAIME S. “Jimmy” DE LOS SANTOS
AFP (Ret), Trustee, University of the
Philippines (UP) Foundation
Mr. ANTONIO V. “Tony” DEL ROSARIO SR
Mr. ANTONIO R. “Tony” SAMSON
Chair and CEO, Touch XDA

April 3

Mr. JAMES GERARD O. “James” DE JESUS
President, Jaric Marketing, Inc.
Mr. APOLLO S. “Cocoy” ENRIQUEZ
President and General Manager, A S Enriquez
Engineering Consultancy
Sec. CESAR V. “Cesar” PURISIMA
Founding Partner, Ikhlas Capital

April 4

Mr. RICARDO S. “Ricky” GUEVARA
Chair and CEO, Guevent Investments
Development Corporation
Ms. JUDITH DUAUIT “Judy” VAZQUEZ
CEO, PHCOLO Inc.

April 5

Atty. CARLOS G. “Carlo” BANIQUED
Managing Partner, Baniqued & Bello

April 6

Atty. JO KRISTINE GERONA “Kaye” CELERA
Regulatory Affairs Director - East Zone,
Manila Water Company
Mr. JIMMY D. “Jimmy” GO
President, MSI-ECS Phils., Inc.
Ms. CECILIA A. “Chechi” SANCHEZ
Chair and CEO, Leverage International (Consultants), Inc.

April 8

Mr. FELIX R. “Felix” ANG
President, Auto Nation Group, Inc.
Mr. NICK “Nick” GITSIS
President, Integrated Airline Group, Inc.
Mr. JOSE TEODORO K. “TG” LIMCAOCO
President and CEO, Bank of the
Philippine Islands (BPI)
Mr. MARIANO M. “Nonong” MARTIN
FICD
Ms. MA. CARMEN ALCUAZ “Nena” REYES
Management Consultant for Education,
FranklinCovey Philippines
Mr. ERNESTO B. “Ernest” RUFINO JR.
Chair and CEO, Health Maintenance, Inc. (HMI)

April 9

Mr. SIXTO TAN “Noy” BENEDICTO
President, Benedicto Steel Corporation
Mr. KARLO G. “Karlo” MAGPAYO
President and COO, Mother Teresa Crematorium
and Columbarium (MTCC)
Dr. MA. CRISTINA DAMASCO “Tina” PADOLINA
President, Centro Escolar University (CEU)
Ms. BETTINA T. “Tina” SALMO
Managing Director for Mortgage Banking, J
P Morgan Chase & Co.

April 10

Mr. RUBEN Y. “Rubby” LUGTU JR.
President, Asia Link Finance Corporation

April 11

Mr. MIGUEL ANTONIO L. “Mike” OZAETA
Executive Director, Nomura Securities Philippines, Inc.
Mr. REUBEN M. “Reuben” VALERIO
Chair and CEO, AC Corporation

April 12

Ms. MILDRED R. “Mildred” RAMOS
Managing Partner, Advisory Services,
Reyes Tacandong & Co.

Happy Birthday!

to the following MAP Members who are celebrating their birthdays within **April 2023**

April 13

Mr. CHRISTIAN R. “Gonzalez” GONZALEZ
Head, Asia Pacific & the Subcontinent,
ICTSI (International Container Terminal Services, Inc.)
Ms. DANNAH “Ma” MAJAROCON
Consultant, Lalamove PH

April 14

Engr. VERGIL J. “Verg” BARGOLA
President and CEO, Cargo Padala Express Forwarding
Services Corporation (CaPEX)
Arch. NESTOR S. “Nes” MANGIO
President and CEO, Central Country Estate, Inc.
Dr. ELTON SEE “Elton” TAN
Chair, President and CEO, The E-Hotels Group

April 15

Mr. EVARISTO M. “Jun” NARVAEZ JR.
Chair and President, Jackbilt Industries, Inc.

April 16

Mr. JOSE ROBERTO “Roby” ALAMPAY
CEO, PumaPublic Productions

April 17

Mr. NIKKOLAI MARI Z. “Nikko” ACOSTA
Globe Group-Chief Strategy Officer and
Brave Connective Inc.-Group CEO, Globe Telecom, Inc.
Ms. GERALDINE HAMMOND “Gett” APOSTOL
Partner, Isla Lipana & Co./PwC Philippines
Mr. DANIEL Z. “Danny” BARLICOS
President and COO, RiskIntegrate, Inc.
Mr. CARLOS S. “Charlie” RUFINO
CEO, The NetGroup - Real Estate &
Project Management Corporation
Ms. JO-ANN Y. “Jo-Ann” TACORDA
Chief Administrative Officer, P J Lhuillier Inc.
Dr. RODOLFO M. “Rudy” VILLARICA
President, Villarica Specialty Chemical Corporation

April 18

Mr. GARY C. “Gary” DE OCAMPO
President and Managing Director, Kantar Philippines, Inc.
Mr. JOHNLU G. “Johnlu” KOA
Founder and CEO, The French Baker, Inc.

Mr. CONRADO S. “Conrad” PERRERAS
Chair and CEO, Strategic Partners and Alliances, Inc.
Mr. OSCAR S. “Oscar” REYES
Chair, LinkEdge Inc.

April 19

Mr. RAMONCITO S. “Mon” FERNANDEZ
President and CEO, Maynilad Water Services, Inc.
Mr. OSCAR M. “Oskie” LOPEZ
Chair Emeritus, First Philippine Holdings Corporation
Mr. EDGAR C. “Edgar” SEE
President, Halston Garments, Inc.

April 20

Dr. CIELITO F. “Ciel” HABITO
Chair, Brain Trust Inc. (BTI)
Mr. DAVID T. “David” LEECHIU
CEO, Leechiu Property Consultants, Inc.

April 21

Mr. ERNEST KENNETH S. “Ernie” CUYEGKENG
EVP and CFO, A. Soriano Corporation
Ms. SHEILA G. “Sheila” LOBIEN
CEO, Lobien Realty Group, Inc.

April 22

Mr. OLIVER D. “Oliver” JIMENO
President and CEO, CTBC Bank (Philippines) Corp.

April 23

Ms. MA. FE PEREZ- “Fe” AGUDO
President, Hyundai Asia Resources Inc.
Mr. EDWIN R. “Edwin” BAUTISTA
President and COO, Union Bank of the Philippines
Mr. DELFIN T. “Jun” HALLARE JR.
Chair, Exakt IT Services Inc.
Mr. ALBERTO D. “Bert” LINA
Chair, Lina Group of Companies
Mr. YORK B. “York” VITANGCOL
Treasurer and Director, St. Peter Life Plan, Inc.
Ms. LOURDES JOSEPHINE T. GOTIANUN “Joji” YAP
President and CEO, Filinvest Land, Inc. (FLI)

Happy Birthday!

to the following MAP Members who are celebrating their birthdays within **April 2023**

April 24

Ms. MARIA GEORGIANNA E. “George” CARLOS

Founder and Pack Leader, Fetch! Naturals

Mr. TEODORO B. “Ted” PADILLA

Executive Director, Pharmaceutical & Healthcare Association of the Philippines (PHAP)

Mr. DOMINGO PAREJA “Don” PANLILIO

President, D2B Multi-ventures Inc.

Mr. WARREN S. SO

President, ADP Design Group

Cong. GUSTAVO S. “Gus” TAMBUNTING

Representative - 2nd District of Parañaque City, House of Representatives

April 29

Mr. DANIEL CAVESTANY “Daniel” ABOITIZ

Chief Commercial and Stakeholder Engagement

Officer, Aboitiz Power Corporation

Mr. LUIS GUILLERMO FRANCO “Luis” CARRILLO

President and CEO, CEMEX Holdings Philippines, Inc.

Mr. EMMANUEL C. “Manny” CUASAY

President and CEO, Capital Industries, Inc.

Mr. JOSE MA. K. “Joey” LIM

former President and CEO, Metro Pacific Investments Corporation (MPIC)

Mr. JOSE MA. S. “Baby” LOPEZ

SVP - Finance, Lopez Sugar Corporation

April 25

Mr. ERNESTO R. “Eric” ALBERTO

President, DITO CME Holdings Corp.

Mr. ALDRIN DENNIS F. “Aldrin” DULIG

VP - Finance, ASIAPAC, Concentrix CVG Philippines, Inc.

Mr. AMIT KUMAR “Amit” OBEROI

General Manager, Shangri-La The Fort

April 30

Mr. AMADOR P. “Ador” CRUZ

Chair, ASPAC Advertising

Mr. LAWRENCE N. “Lawrence” LEONIO

CEO, LNL Archipelago Minerals, Inc.

Mr. FERDINAND A. “Randy” NAGUE

Managing Partner, Nague Malic Magnawa & Associates Customs Brokers

April 26

Ms. MARCELINA TOLENTINO “Ace” ITCHON

President and CEO, Aspen Philippines, Inc.

Atty. MARIA CRISTINA “Tina” SAMSON

President, PRIVAATE

April 27

Mr. PETER D. “Peter” MAQUERA, CEO

Microsoft Philippines, Inc.

April 28

Mr. TIRSO D. “Jun” ANTIPORDA JR.

Chair and CEO, Milestone Petroleum

Marketing Corporation

Mr. FRANCISCO F. “Popoy” DEL ROSARIO JR.

Chair, Institute for Solidarity in Asia (ISA)

Mr. JAIME E. “Jimmy” YSMAEL

President and CEO, Qualimed Health Network



Mr. FILEMON “Jun” T. BERBA JR.

MAP President in 1982

President, Philippine Foundation for Science Technology

**Please pray for the eternal repose of the soul of Mr. Berba
who passed away on April 4, 2023 at the age of 85.**

He was a MAP member for 49 years.

**Wake and interment details were not available
as of 6:45 PM of April 5, 2023.**



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FORTHCOMING EVENTS**

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