



Mr. JUNIE S. DEL MUNDO

“MAPping the Future” column in *INQUIRER*

**“Uniting Philippines  
in pursuit of a  
powerful nation brand”**

April 24, 2023



Mr. REYNALDO C. LUGTU JR.

“MAP Insights” column in *BUSINESSWORLD*

**“Second wind”**

April 25, 2023

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## 2 “Uniting Philippines in pursuit of a powerful nation brand”

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Mr. JUNIE S. DEL MUNDO

As a former diplomat turned entrepreneur, I have played various roles in representing and championing the Philippines. Yet, throughout this journey, I have consistently acted as a salesman for my country. I have witnessed how solid country branding can propel a nation to global prominence, with Japan and South Korea serving as prime examples. Their meticulous investments in nation branding have significantly contributed to their global standing, and I passionately believe that now is the time for the Philippines to follow suit.

The current global climate offers an opportune moment for the Philippines to develop and promote its nation brand. Benefits include increased foreign investment, tourism growth and an enhanced international image. Our unique culture, stunning natural beauty and thriving economy deserve to be showcased on the world stage.

The creation of a National Branding Council is essential for the success of this endeavor. This council will champion the development and promotion of the Philippines’ nation brand, and ensure a consistent and compelling narrative. It will also develop cohesive strategies in collaboration with both the public and private sectors, securing

long-term success and sustainability.

I am pleased to share that after presenting this case to the Management Association of the Philippines (MAP), the largest association of Philippine business executives, the MAP board of governors has unanimously agreed to present a position paper to the Office of the President of the Philippines in support of creating a National Branding Council. This gesture signifies the commitment and cooperation of the business community in advancing this important initiative.

The collaboration between the government and the private sector is crucial for the success of this project. The government must create a favorable environment, set policies and allocate resources for branding initiatives, while the private sector can offer expertise, financial resources and collaboration opportunities.

Japan and South Korea have effectively leveraged their nation brands to drive growth and development. Japan has cultivated a brand that highlights its rich cultural heritage, technological expertise and commitment to quality, leading to global recognition and respect. South Korea has capitalized on the popularity of its entertainment industry, cutting-edge technology and vibrant culture to become a global powerhouse.

The Philippines possesses immense potential, and the world is eager to discover our beautiful nation. Our rich history, cultural diversity and unwavering resilience can be channeled into a cohesive narrative that showcases the best of the Philippines. We must harness these qualities and share our unique story with the world.

As we embark on this journey, it is crucial for the nation to rally behind this effort. A solid nation brand not only elevates our country’s standing but also instills pride and unity among Filipinos.

The success of a Philippine nation brand relies on the dedication, cooperation and passion of every citizen. Together, we can ensure that our nation’s story is shared and celebrated worldwide.

Now is the time for the Philippines to seize this opportunity and take its rightful place on the global stage. **INQ**

*The author chairs the Tourism Committee of the Management Association of the Philippines. He is chair and CEO of The EON Group. Feedback at [map@map.org.ph](mailto:map@map.org.ph) and [junie.delmundo@eon.com.ph](mailto:junie.delmundo@eon.com.ph).*

### 3 "Second wind"

(from page 1)



**Mr. REYNALDO C. LUGTU JR.**

If you're into running or marathons, you most likely have experienced extreme exhaustion at some point during a run and the need to catch your breath. You close your eyes for a few seconds, take a deep breath, and then suddenly you find the strength to press on at top performance with less exertion. This phenomenon is called "second wind," which is the result of the body finding the proper balance of oxygen to counteract the build-up of lactic acid in the muscles, or due to endorphin production, or even just a purely psychological effect.

But whatever its cause may be, it is the moment of finding renewed energy to perform again. That is why we use the term "second wind" as a metaphor to describe the moment of revitalization to continue past the point one is thought to be at one's prime or an abject failure, whether in sports, career, one's business, or life in general.

Extraordinarily successful entrepreneur Elon Musk experienced his second wind in business long after he invested in Tesla Motors, the automotive company

that produces electric cars, in 2004. The struggling company nearly collapsed in 2008 during the financial crisis. In February 2010, Musk filed for bankruptcy amid an emotional divorce and had been living off personal loans from friends since October 2009. Tesla had been losing money such that Musk needed to throw everything he had into keeping the company alive.

In the first quarter of 2013, Tesla posted profits for the first time in its history. Now, Musk's net worth is \$187.9 billion, with the stellar performance of Tesla shares. His recent investments include Twitter, apart from his privately held spacecraft-maker SpaceX, which has a \$1.15-billion contract with NASA for a second Artemis lander mission.

Second wind also happens in one's career. An example is Nancy Berk of Pittsburgh, as told in Forbes. She left her stable job as a clinical psychology professor in a university when she was 45 to pursue her second-wind career as a stand-up comedian and humor writer.

Her first career was due to her interest in medicine, but the use of humor in her day-to-day life led her to an "emotionally, financially, and creatively profitable" career. She combined her years of experience in examining and learning about the human mind with her love for humor. Nowadays, she writes for Forbes.com Hollywood & Entertainment, and has contributed to PARADE, the Huffington Post, and MORE Magazine.

Tremendous changes in one's life — may it be a career shift or a prolonged business downturn — can be risky, if not outright scary, because of unforeseen consequences. But understanding how a second wind works can shed light on how to successfully manage the transition and ultimately experience it.

A second wind starts with a clear vision



and the passion to do and act on something. Musk had a laser-focused vision and goal of creating a zero-emissions form of transport and revolutionizing inter-planetary travel. Nancy Berk had her passion for comedy and humor which she showed while practicing clinical psychology. Vision and passion fuel the renewed energy to go on.

A second wind also requires a sense of urgency to pursue that vision or passion. Musk took loans from banks and investors to continue funding his ventures. He hired experienced executives to help run the different functions in his automotive startup. Berk continuously writes day and night to perfect her new-found craft in humor writing.

Lastly, a second wind entails unwavering determination to do what you love doing. Lack of experience in technical know-how in the automotive industry, and even bankruptcy, did not stop Musk from achieving what he has today. Berk took the risk of leaving her stable job and pursued her new career, even accepting a cut in income at the start because she was resolute in doing what she loves to do.

A second wind can also happen in one's life in general, may it be pursuing a new hobby, experiencing a new relationship, or undertaking a social cause. It starts with renewed energy from a vision or passion and resolutely acting on realizing your goals.

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## NO FREE LUNCH

# The curse of bad governance

By: Cielito F. Habito

@inquirerdotnet Philippine Daily Inquirer  
/ 04:30 AM April 25, 2023

I'm far from alone in believing that bad governance has been our biggest block to keeping in step with our more progressive neighbors and peers who once upon a time looked up to us but have now left us far behind. Let me single out five faces of the bad governance I speak of (I'm sure readers can easily cite more): (1) self-serving leaders and decision-makers, (2) nonenforcement of laws and policies, (3) overcentralized decision-making, (4) sadistic government processes and requirements, and (5) regulatory capture. I didn't bother to separately list graft and corruption, which could well be our worst enemy, as I see little need to elaborate on what it does to us, whether individually or to our whole economy and society.

Every person elected or appointed to public office motivated by other than a genuine desire to serve and help lift the country up from decades of backwardness, poverty, and inequality represents a drag on our country's progress. Unfortunately, it's hard not to feel that the well-meaning ones are the minority and that we're largely at the mercy of people out to gain and perpetuate their wealth and power. Why we keep electing the wrong kinds of leaders is something we must come to grips with.

Poor execution and enforcement of policies and laws lower overall business confidence and our general attractiveness to job-creating investments. Where those who break the rules are the ones who get ahead, even the obedient are led to follow suit—and the rule of law breaks down.

Overcentralized decision-making is a problem I've always encountered in visits to our rural areas over many years. I usually ask common folk what they would ask if they had one wish that government could grant—and what they are actually getting. Invariably, government misses out on their greatest need, as the tendency for "one-size-fits-all" approaches conceived at the national level leads to ill-designed interventions that are unresponsive to actual problems on the ground. There's a propensity for approaches that involve large-scale centralized procurement (of fertilizers, seeds, medicines, etc.), never mind that these may not necessarily be what's needed out where the problems are—and we all know why.

Unnecessarily cumbersome procedures and documentary requirements, often redundant and bordering on sadistic, face anyone needing something from the government, be it a clearance, permit, license, registration, or other documents. I've written time and again about the seemingly pervasive mindset among government bureaucrats to

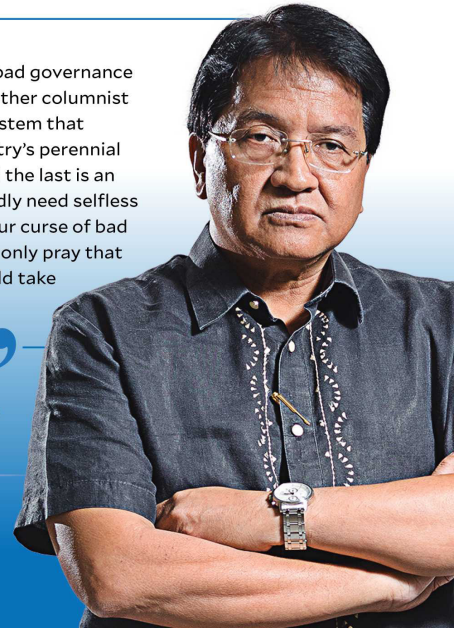
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It is bad leadership and bad governance that has led to what another columnist describes as a broken system that has resulted in our country's perennial underachievement—and the last is an understatement. We badly need selfless leaders who will break our curse of bad governance, and we can only pray that our current leaders would take that challenge to heart.

”

**Cielito F. Habito**  
No Free Lunch

READ THE FULL ARTICLE HERE:  
PHILIPPINE DAILY  
**INQUIRER**  
INQUIRERPLUS |



throw as many hurdles as they could in the way of ordinary citizens. It's especially true for those wanting to set up a business. The unduly high cost of time, effort, and money needed to open, start up, and maintain an enterprise dampens, rather than encourages job creation via entrepreneurship. Little wonder that the unemployment rate in the country is consistently the highest among our peers—even with millions of Filipinos already employed overseas—as our government makes it unnecessarily more difficult to create jobs.

Where regulated monopolistic or oligopolistic firms actually are the ones in control of their regulators, this facilitates and strengthens monopolistic forces in our economy, thereby fostering higher costs in key industries. This in turn raises costs in downstream economic activities, harming their competitiveness and that of the economy as a whole.

Some three decades ago, I presided over the formulation of an ambitious national development plan that had all the ingredients to bring our country prominently back into the world map. With then President Fidel V. Ramos at the helm, we made positive moves in that direction. But it's often said that our plans have always been good, but we are miserable failures in execution. It is bad leadership and bad governance that has led to what another columnist describes as a broken system that has resulted in our country's perennial underachievement—and the last is an understatement. We badly need selfless leaders who will break our curse of bad governance, and we can only pray that our current leaders would take that challenge to heart.

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# PHILIPPINE DAILY INQUIRER BOARD TALK

Business Professor Editor  
Dennis Francisco Alarcon

## The power of emotional intelligence in business: How EQ can drive success

**S**uccess is often attributed to factors like strategy, innovation and financial acumen, but it is not just about numbers. With many of the world's most successful business leaders, including former Google CEO and billionaire entrepreneur Larry Page, we've seen another critical factor that's often overlooked but has the potential to drive success to a whole new level: Emotional Intelligence.

To understand the power of emotional quotient (EQ), let's first look at what it is and why it matters. EQ is a measure of an individual's ability to understand and manage one's own emotions and the emotions of others, and it's becoming increasingly important in the workplace. In this article, we will explore the power of EQ in business and how you can cultivate it to drive success.

### The power of EQ

According to a study by Gallup, EQ is responsible for 58 percent of job performance in all types of jobs. People with high EQ are more likely to be successful in their careers, have better relationships, and lead more fulfilling lives. In the workplace, EQ is especially critical because it impacts how people interact with each other, resolve conflicts, and make decisions.

The most successful business leaders can balance both their technical and analytical skills with their EQ and emotional communication abilities. By developing a strong combination of EQ and IQ, business leaders can build strong relationships with their teams, customers and stakeholders while also driving strategic growth and success for their organizations.



### PROFIT PUSH



This can lead to better outcomes, improved morale and increased colleague trust

Build stronger relationships, resolve conflicts faster and make better decisions

One of the main benefits of having high EQ in business is the ability to form strong relationships with colleagues, customers and partners. People with high EQ can better understand and empathize with others, which allows them to build trust and support more easily. This, in turn, can lead to better collaboration, increased productivity and higher morale.

Another benefit of EQ in business is the ability to manage conflicts effectively. When people with high EQ encounter conflicts, they can better manage their emotions and communicate effectively to resolve the issue. This not only helps to re-



Illustration by GARY BARRON

duce tension but also helps to maintain positive relationships and avoid lingering conflicts.

EQ is also critical when it comes to making decisions in business. People with high EQ are better able to consider multiple perspectives, weigh the pros and cons of different options, and make fair and balanced decisions. This can lead to better outcomes, improved morale and increased colleague trust.

### EQ can help you do your job better

Let's explore some practical ways to develop your EQ and drive success in business. First, focus on self-awareness. One of the first steps in developing EQ is to become more aware of your emotions. Take time each day to reflect on your feelings and consider how they might be affecting your decisions.

Next, practice active listening. Active listening is an essential component of emotional intelligence. Practice listening to others without interrupting, judging or offering unsolicited advice. Express back what you heard to confirm understanding, and ask questions to clarify.

Seek feedback. Sollicit feedback from colleagues, mentors and coaches on how you are doing in your role. Be open to constructive criticism and avoid becoming defensive. Instead, see feedback as a tool for growth.

Manage stress. Business leaders face a lot of pressure, and it can be challenging to maintain composure under stress. Developing healthy coping mechanisms, such as exercise, meditation, or deep breathing, can help you manage stress and regulate emotions.

From empathy to self-awareness, EQ is a powerful tool for business success. By developing your EQ, you can build stronger relationships, manage conflicts more effectively, and make better decisions. So, take the time to invest in your EQ, and you'll be well on your way to achieving your business goals.

"Uniting Philippines in pursuit of a power nation brand"

by

**Mr. JUNIE S. DEL MUNDO**  
Chair of MAP  
Tourism Committee  
Chair and CEO of  
The EON Group

"MAPping the Future"  
Column in INQUIRER  
April 24, 2023

## Uniting Philippines in pursuit of a powerful nation brand

**A**s a former diplomat turned entrepreneur, I have played various roles in representing and championing the Philippines. Yet, throughout this journey, I have consistently aimed at a mission: for my country. I have witnessed how solid country branding can propel a nation to global prominence, with Japan and South Korea serving as prime examples. Their concerted investments in nation branding have significantly contributed to their global standing, and I passionately believe that now is the time for the Philippines to follow suit.

The current global climate offers an opportune moment for the Philippines to develop and promote its nation brand. Successful nation branding has significantly contributed to their global standing, and I passionately believe that now is the time for the Philippines to follow suit.

The creation of a National Branding Council is essential for the success of this endeavor. This council will champion the development and promotion of the Philippines' nation brand, and ensure a consistent and compelling narrative. It will also develop cohesive strategies in collaboration with both the public and private sectors, including integrating nation branding into government and business operations.

I am pleased to share that after presenting this case to the Management Association of the



### MAPPING THE FUTURE

JUNIE S. DEL MUNDO

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Japan and South Korea have effectively leveraged their nation brands to drive growth and development. Japan has cultivated a brand that highlights its rich cultural heritage, tech-

nological expertise and commitment to quality, leading to global recognition and respect. South Korea has capitalized on the popularity of its entertainment industry, cutting-edge technology and vibrant culture to become a global powerhouse.

The Philippines possesses immense potential, and the world is eager to discover our beautiful nation. Our rich history, cultural diversity and growing economy can be showcased through a cohesive narrative that showcases the best of the Philippines. We must harness these qualities and share our unique story with the world.

As we embark on this journey, it is crucial for the nation to fully believe in this effort. A solid nation brand not only drives our country's standing but also builds pride and unity among Filipinos.

The success of a Philippine nation branding initiative depends on the dedication, cooperation and passion of every citizen. Together, we can ensure that our nation's story is shared and celebrated worldwide.

Now is the time for the Philippines to seize this opportunity and take its rightful place on the global stage.

The author hereby certifies that the content of this Management Association of the Philippines (MAP) column is his own work and does not represent the views of the organization.

For more information, please contact the author at junie@delmundo.com or 0917-888-8888.

## Facing the media? Here are 3 tips to prepare for your interview

**I**nterviews with media organizations can be daunting. Will I remember my notes? What if the reporter asks me a question that I'm not so familiar with? Will I be able to represent my organization well? These doubts and negative thoughts can be expected, but how do we deal with them?

My advice to interviewees is to prepare yourself in advance and communication, for when this is how to prepare for any media interview. Here are three tips:

**1. Know your audience—and yourself, too**  
The best way to prepare for a media interview is by coming to know fully who you are as a spokesperson, as an organization, as a group or as a business. Knowing your identity will help you craft your communication objectives and ensure that whatever questions are thrown your way, your responses will always be consistent.

Know media outlets, also. It's not a huge endeavor and knowing who the audience is prior to the interview—and knowing your communication objectives based on that target audience—might spell the difference between an effective and ineffective interview. If your goal is to inform, make sure to say how that information affects the audience. If your goal is to introduce a program or an organization, make sure to use how your program will help the audience become people and to learn, share, react and



### TRAILBLAZER

BY JIMMY L. LAM

important roles in a message that has an impact on their daily lives.

**2. Prepare your topic points**  
Like any other interview in speaking engagements, coming to prepared is very important to ensure that your message will clearly reach your audience. Prepare one or two main topic points that you'll want to "defend" if it is to happen. It is to itself, it is to introduce your organization and your program? You need to be able to defend your message in a relevant way and standing in front of your topic points will be helpful in simplifying your message.

In line with preparing your topic points, think of ways to bring your answers short and simple as time is also an effective way to convey your message in an understandable manner. This means that your message reaches even those with a short attention span. Reported only after you have increased your key message, leaving out jargon and technical terms will also reach the target

audience, such as executives, practitioners, or deep thinking, can help your message stand out and require attention.

### From empathy to a growth mindset

**4. Develop empathy**  
Empathy is the ability to understand and share the feelings of others. It is a key element of emotional intelligence. Practice putting yourself in others' shoes and listening to their perspectives.

**5. Practice self-awareness**  
This includes setting boundaries, saying "no" when appropriate, and recognizing your own strengths and weaknesses.

**6. Build positive relationships**  
Positive relationships are crucial to emotional intelligence. Focus on building strong connections with colleagues, clients and stakeholders. Express gratitude, show interest in others and offer support when needed.

**7. Develop a growth mindset**  
A growth mindset is the belief that your abilities and intelligence can be developed through effort and hard work. Try to see challenges as opportunities for learning and growth, and be open to new experiences and challenges.

By following these practical steps, business leaders can develop their emotional intelligence and become more effective leaders.

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# Second wind

**I**f you're into running or sports, there are more likely than ever to have spent during a race and the need to avoid pain levels. You know your run has a few one-mile sprints, and you know you'll have the strength to power up at the end of the race with less exertion. This phenomenon is called "second wind," which is the point of the body finding the proper balance of oxygen to sustain the build-up of lactic acid in the muscles, or vice versa, oxygenation, it was just a party's end of the party.

## MAP INSIGHTS REYNALDO C. LUGTU, JR.

collapsing in 2020 during the 30-year boom. In February 2023, I think that for long-term and we expect to see a recovery and that long-term of professional services, mostly since October 2020. There has been a long-term trend that I think people to think everything is back to normal, keeping the company alive.

As the first quarter of 2023, I think people profit for the first time in the last 30 years. Most of the world is still in a recession, with the major performers of 2023 are the US, Japan, and South Korea. The next countries include Taiwan, Spain, and the UK. The next countries to look for are the UK, Spain, and South Korea.

Second wind also happens in our country. As a result of the recession, we have a lot of people who are still in a recession, but we have a lot of people who are still in a recession.

a steady, consistent and honest work. The first sign was that he had started to run, but the rest of the team was still in a recession. He had started to run, but the rest of the team was still in a recession.

There are a lot of things that can happen in a recession. It can be a recession, but it can also be a recession. It can be a recession, but it can also be a recession.

A second wind starts with a clear vision and the passion to do it. It's not just about the money, it's about the passion to do it. It's not just about the money, it's about the passion to do it.

professional client psychology. You can't have a second wind if you don't have a professional client psychology. You can't have a second wind if you don't have a professional client psychology.

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Illustration: [Name] / [Agency]

### "Second wind"

by

**Mr. REYNALDO C. LUGTU**

Member of MAP ICT Committee Founder and CEO of Hungry Workhorse, a digital and culture transformation consulting firm Fellow at the US-based Institute for Digital Transformation

He teaches strategic management in the MBA Program of De La Salle University

"MAP Insights" Column in BUSINESSWORLD April 25, 2023

## High inflation in the Philippines could be due to dynamic domestic economy

At work, on April 25, the Philippine Commission on Elections (Comelec) and the Department of Justice (DOJ) have filed a complaint with the Department of Justice (DOJ) against the Philippine Commission on Elections (Comelec) and the Department of Justice (DOJ) for alleged irregularities in the 2022 elections.

### MY CUP OF LIBERTY BENVENIDO S. OPLAS, JR.

With inflation at its highest point in 40 years, the Philippines is facing a crisis. The inflation rate in the Philippines is currently at 8.3%, which is the highest in the region.

Inflation rate average for January-March, %					
1. COUNTRIES	2019	2020	2021	2022	2023
UK	1.0	0.7	0.6	4.1	6.0
US	1.2	0.3	0.6	3.1	6.5
Germany	0.1	0.0	0.0	3.8	6.2
France	0.5	0.0	0.0	2.7	5.9
EU	0.7	0.1	0.0	2.8	5.8
Canada	0.1	0.0	0.0	1.8	5.1
30 Asia	0.3	0.0	0.0	0.9	5.8
India	0.0	0.7	0.0	0.3	6.2
1. South	0.0	0.0	0.0	1.8	4.7
Taiwan	0.1	0.0	0.0	2.8	2.8
China	0.0	0.0	0.0	1.1	1.8
<b>Philippines</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>8.3</b>
Indonesia	0.0	0.0	0.0	0.0	0.0
Japan	0.0	0.0	0.0	0.0	0.0
South Korea	0.0	0.0	0.0	0.0	0.0
Thailand	0.0	0.0	0.0	0.0	0.0
Vietnam	0.0	0.0	0.0	0.0	0.0
2. PHILIPPINES				<b>0.0</b>	<b>8.3</b>
Manufacturing & services				0.0	0.0
Food & non-alcoholic beverages				0.0	0.0
Alcohol				0.0	0.0
Housing, water, electricity, gas				0.0	0.0
Transport, communication				0.0	0.0

The inflation rate in the Philippines is currently at 8.3%, which is the highest in the region. This is due to a combination of factors, including a strong domestic economy and a global supply chain crisis.

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### Commodity prices, April 2021 to April 2023



Source: [Data Source] The data shows that commodity prices have generally increased since April 2021, with a significant spike in energy prices in early 2022.



# PRESS CONFERENCE ON MAP CAMPAIGN AGAINST MALNUTRITION AND CHILD STUNTING

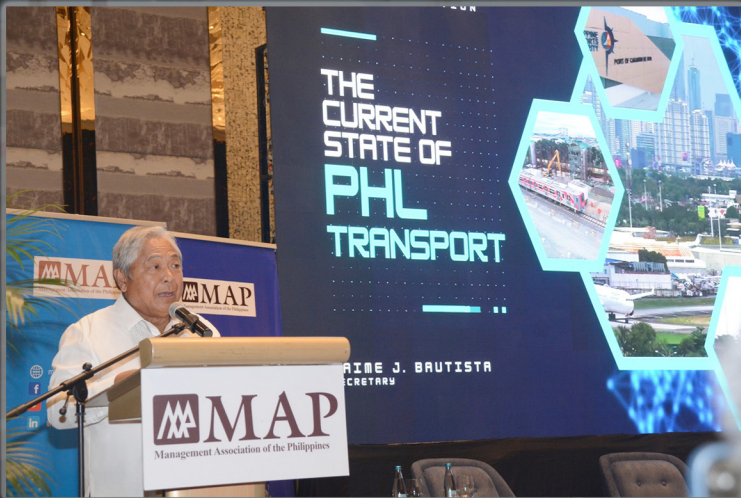
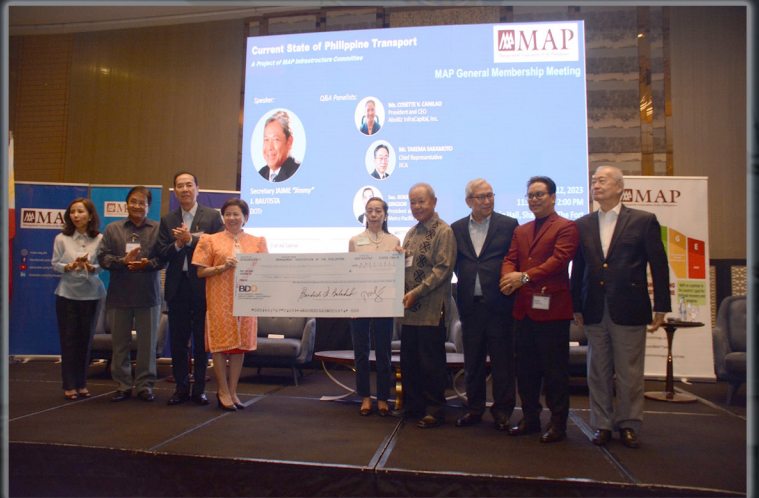
APRIL 12, 2023 | WEDNESDAY





# MAP GENERAL MEMBERSHIP MEETING CURRENT STATE OF PHILIPPINE TRANSPORT

APRIL 12, 2023 | WEDNESDAY





APRIL 19, 2023 | DTI-BOI-MAP FORUM

# MAPPING THE INVESTMENT ECOSYSTEM

## MINING THE SWEET SPOTS: WHY, WHERE TO, AND HOW TO INVEST







## KEYNOTE OF TRADE & INDUSTRY SECRETARY FRED PASCUAL

Forum on the Investment Ecosystem: Mining the Sweet Spots  
19 April 2023, Shangri-La at the Fort, Taguig City

**I** thank MAP, led by President Dick Du-Baladad, for initiating this forum to promote the Philippines as an investment destination.

The Philippines is on a remarkable journey toward recovery from the COVID-19 pandemic. The GDP growth rate soared to 7.6% in 2022, up from 5.7% in 2021. However, as we enter 2023, we see slower growth amid headwinds, such as the global economic slowdown and the prevailing high inflation. Thankfully, the ADB forecasts the Philippine economy to grow by 6.0% this year, still on track to becoming an upper-middle-income country.

Central to the government's efforts in fortifying our economy is the focus on attracting foreign and local investors, ensuring that the Philippines becomes a thriving business and industrial hub in the region. Investments are a top priority, as they create jobs and stimulate economic activities nationwide. We see investments as the driver of our trade strategy and performance.

For 2023, the Board of Investments (BOI) aims to secure PHP1.5 trillion in investment incentives approvals. During the first quarter of 2023, total investment projects approved by the BOI reached nearly PHP 500 billion, a staggering 155% surge compared to the same period in 2022. BOI foreign investment approvals also accelerated to PHP 165 billion during the same period, marking a four-times increase. Thanks to the recent game-changing policy reforms, we anticipate an influx of investments that will invigorate our economy.

The Senate's recent ratification of the Regional Comprehensive Economic Partnership (RCEP) Agreement is a notable policy action. For the Philippines, the RCEP enhances regional trade

and provides more comprehensive market access, among other benefits. This agreement grants our exporters access to a market of 2.3 billion people and enables Philippine exporters to expand into the ASEAN-plus-One countries [Ten ASEAN countries (namely, Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam) plus Australia, China, Japan, New Zealand, and South Korea.] with zero or low tariff rates.

For instance, RCEP will prove advantageous for the Philippine garments industry, allowing garment makers to source fabrics from 14 other RCEP countries, including China, and export their products to Japan at a preferential tariff. Such a wider cumulation of raw materials was not possible previously since the rules of origin under the ASEAN-Japan Comprehensive Economic Partnership (AJCEP) and the Philippine-Japan Economic Partnership Agreement (PJEP) restrict Philippine exporters to source fabrics only from Japan and the ASEAN countries.

Another beneficiary of RCEP is the fish canning factories. Canning factories can source raw materials from non-RCEP countries and produce canned tuna for export to RCEP countries at preferential tariffs. Some canneries source their tuna from non-RCEP countries, such as Papua New Guinea and Norway. With RCEP, their exports to Japan will now qualify for preferential tariffs instead of higher import tariffs under the existing bilateral agreement and the ASEAN-plus-Japan agreement, even if some of the inputs are imported from non-RCEP countries. Many more industries stand to benefit from RCEP.

We are all familiar with the recent reforms amending the Retail Trade Liberalization Act,

Public Service Act, and Foreign Investments Act to ease restrictions on foreign ownership of certain businesses. At the same time, the amended Foreign Investments Act also empowers micro, small, and medium enterprises (MSMEs) to find potential foreign partners and investors. Moreover, the Corporate Recovery and Tax Incentives for Enterprises Act (CREATE) offers foreign investors more attractive and rationalized incentives for as long as 40 years.

To enhance the ease of doing business in the country, the President signed Executive Order No. 18 in February this year, establishing Green Lanes for Strategic Investments. Initiated by DTI and BOI, this executive order addresses investors' standing back with many pain points, they say, to investors getting more traffic. This EO addresses investors' challenges through a comprehensive, whole-of-government approach, easing barriers across multiple regulatory agencies. It introduces a One-Stop Action Center at BOI to serve as a single point of entry for strategic investments—highly desirable and valued at least USD 1 million. The EO streamlines the processing of permits and licenses for BOI-endorsed strategic investments by creating Green Lanes at the national government agencies (NGAs) and local government units (LGUs).

These reforms, as mentioned above, are set to attract increased investments moving forward. We want investments that will enable the Philippines to leapfrog and quickly advance to higher-value industrialization by skipping intermediate stages of development, which we already missed relative to our neighboring countries. We are particularly interested in investments that promote advancements in science, technology, and innovation (STI) and foster innovative industries. By positioning STI and digital technologies at the forefront of our country's industrialization, our industries will be better equipped to transform themselves and compete in the domestic and global markets. Innovation and the development of new technologies create new goods and services, stimulate the growth of industries, and expand production capacities. As a result, our enterprises will be able to generate higher-quality and better-paying job opportunities for our people and get us closer to our dream of shared prosperity for all.

We aim to build a dynamic industry ecosystem with four industrial clusters as primary sources of growth. These clusters are the following:

1. Industrial, Manufacturing, and Transport (IMT) cluster;
2. Technology, Media, and

Telecommunications (TMT) cluster;

3. Health and Life Science (HLS) cluster; and

4. Modern Basic Needs and Resilient Economy cluster.

These industrial clusters will benefit from the reconfiguration of global value chains brought about by the COVID-19 pandemic, the rapid technological innovations, the growing servicification of manufacturing, and the geopolitical shifts. These are also industries in which the Philippines has already developed the requisite competencies.

Within the Industrial, Manufacturing, and Transport cluster, we are eager to attract investments in aerospace, automotive, semiconductors, and electronics. For example, our country is home to Collins Aerospace, the world's leading aircraft interiors company, and Lufthansa Technik, a top-notch aircraft maintenance, repair, and overhaul provider.

Our country is eager to join the global electric vehicle (EV) value chain as the global shift toward green products such as electric vehicles (EVs) gains momentum in response to climate change concerns. We welcome foreign investments introducing relevant EV technologies and capitalize on our abundant green metals, such as nickel, copper, and cobalt. The Philippines can be a critical partner for these essential minerals, not as an exporter of raw ores but mainly as a processor and producer of semi-finished and finished products, such as batteries.

In the semiconductor and electronics sectors, we seek foreign investments that promote higher value addition, including skills enhancement in R&D, to improve business prospects for firms in the Outsourced Semiconductor Assembly and Test operation. We like them to go up the value chain doing, for example, IC design.

Within the Technology, Media, and Telecommunications cluster, we aim to engage investors in developing our digital economy, IT-BPM, hyperscale data centers, and products utilizing artificial intelligence, robotics, and the Internet of Things. We encourage investors to leverage our BPOs and shared services centers, most of which (about 82%) already cater to global markets.

Investors in our creative industries, also part of the TMT cluster, can now benefit from the newly passed Philippine Creative Industries Development Act (PCIDA), the implementation of which is being

led by DTI. The PCIDA recognizes creativity as a cornerstone of our national identity, and, in line with this, we will establish the Creative Venture Fund. This fund will finance creative enterprises and individuals as they expand their pursuits, fostering a vibrant and innovative creative sector.

In the Health and Life Sciences cluster, we are committed to fostering a strategic security role and creating opportunities for our country. We invite investments in pharmaceutical products, medical devices, and health management systems.

Moreover, the Modern Basic Needs and Resilient Economy cluster addresses the essential needs of Filipino consumers, such as food, goods, and energy. We recognize the critical importance of food security in achieving sustainable and inclusive economic growth. Consequently, we welcome investments in agribusiness, agriculture technology, food processing and packaging, and aquaculture. We are moving towards industrialized farming, and the big challenge is land consolidation.

The Philippines is also dedicated to transitioning to renewable energy (RE) as outlined in the Philippine Energy Plan for 2020 to 2040. Our National RE Program aims for 50% RE generation by 2040. With recent reforms allowing foreigners to own up to 100% of RE projects in the country, we are working to increase the share of renewables in our national power generation.

We firmly believe that dependable infrastructure is essential for businesses investing in the Philippines. Following the President's directives, we are committed to building better and more extensive transport, energy, information and communications technology, and food logistics infrastructure. Connecting our ecozones, trade centers, and manufacturing and logistics hubs will facilitate vibrant trade and balanced growth among regions. This strategy will address transport and logistics constraints, energy shortages and costs, and connectivity issues hindering economic activities.

For instance, we are making significant progress on the 147-kilometer commuter rail connecting our technology industrial sites in CALABARZON, south of Manila, to Clark Airport, north of Manila. Other noteworthy projects are in other parts of the country in transport infrastructure.

Another attractive aspect of investing in the Philippines is our commitment to developing a skilled workforce. Preparing our workforce for the future is crucial, as we encourage employers to upskill workers while also recognizing the importance of aligning our learning systems with learning institutions. With approximately close

to 800,000 thousand Filipino graduates annually, companies should find recruiting our intelligent, young, tech-savvy, and productive workforce promising. Note that our country has a large and young population, which is a significant attraction to foreign investors. We also have the youngest population in our region.

DTI supports the Advanced Manufacturing Workforce Development Alliance launched recently by the United States Agency for International Development (USAID). This five-year, PHP 622 million partnership with Unilab Foundation aims to train Filipino workers to meet the evolving demands of the manufacturing sector. We also support AmDev's goal of improving the capacity of our education system to develop human capital in line with Industry 4.0 requirements.

Investors, especially foreign investors, are crucial in accelerating the Philippines' economic development. We aim for them to recognize the potential of our country's economic growth, investment landscape, and enabling environment.

*We encourage them to invest in our priority clusters for industrialization, and we pledge to support them as they capitalize on our reforms. Our continuing message inviting investors remains steadfast: make it happen in the Philippines.*

Thank you! Mabuhay tayong lahat!







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- Appearances by US senior government officials, C-Suite business executives, and other thought leaders.
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To join the Philippine Delegation to the Summit, please contact Jeanne Santiago at [Jeanne.Santiago@trade.gov](mailto:Jeanne.Santiago@trade.gov) or telephone number 5301-2696.





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# MINI-GMM and ECONOMIC BRIEFING IN CEBU

MAY 12, 2023 | FRIDAY

11:30 AM - 2:30 PM

Sampaguita Ballroom  
SEDA AYALA CENTER CEBU



SPEAKER

## DR. CIELITO "CIEL" F. HABITO

CHAIR, BRAIN TRUST, INC.

GOVERNOR-IN-CHARGE, MAP CLUSTER ON RESILIENCE AND RECOVERY



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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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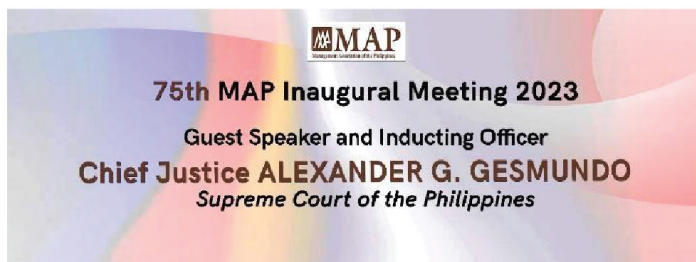




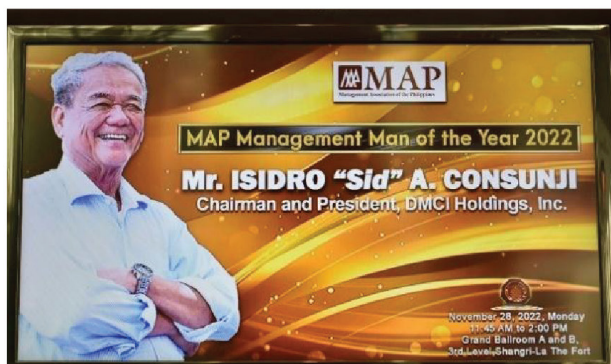
**March 8, 2023**  
**MAP General Membership Meeting (GMM)**  
**on International Women's Day**



**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 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 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 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  
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  
Senior Business Adviser  
Advisory & Insights (A&I)

**Dr. BEN TEEHANKEE**  
Co-Vice Chair for Social Justice  
MAP ESG Committee  
Professor  
DLSU

**Ms. ALMA JIMENEZ**  
President and CEO  
Health Solutions Corporation

**Prof. DINDO MANHIT**  
CEO and Managing Director  
Stalabas Group

**July 1, 2022  
MAP Webinar**

**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 O'TEDDY G. SUMULONG**  
Co-Vice Chair, MAP ICT Committee  
Managing Director and CEO, Land Registration Systems, Inc. (LARS)

**June 23, 2022  
MAP GMM**

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

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

**SPEAKERS:**

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

**Mr. VINCENT KNEFFEL**  
Circular Economy Director  
Public Credit Exchange

**Ms. MA. ANTONIA YULO LOYZAGA**  
President  
National Residence Council

**EMCEE:**

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

**Atty. ALEXANDER B. CABRERA**  
Governance-Chair, MAP ESG Committee  
Chief Strategy and ESG Leader  
Ilo Iloana & Co., Inc. Philippines

**Q&A MODERATOR:**

**Atty. ALEXANDER B. CABRERA**  
President  
National Residence Council

**May 19, 2022  
MAP GMM**

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

MAY 2, 2022, Monday, via ZOOM

**Speakers:**

**Mr. WILSON I. CHUA**  
Managing Director and Founder  
Future Gen International Pte Ltd. (Singapore)

**Mr. ROGER DO**  
CEO  
AutoPulse (Singapore)

**Moderator:**

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

**May 2, 2022  
MAP Webinar**

**GREEN EDSA MOVEMENT**  
**MAP Webinar**  
**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. SAMPILNA**  
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  
Societe Generale Technos, Inc.

**Atty. TONY LA VINA**  
Dean, Ateneo School of Government  
Associate Director, Manila Observatory

**Moderators:**

**Mr. SANTIAGO E. DUMLAOG, JR.**  
Chairman, CEO  
Secretary General of Association of Green Building  
Agencies in Asia (AGBA)

**Ms. RACQUEL B. CAGURANGAN**  
Chair, MAP Agribusiness Committee  
VP, Ag & Forestry, Avenir Health Corp., Inc.

**April 29, 2022  
MAP Webinar**

**MAP CEO Academy Webinar**  
**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. YORRALBA**  
Chair, MAP Agribusiness Committee  
Chair and CEO, Teves Holdings Corporation

**Mr. CHARLES P. VILLASEÑOR**  
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



# Eulogy for Amb. ALBERT F. DEL ROSARIO

by  
Atty. BENEDICTA “Dick”  
DU-BALADAD

April 24, 2023, Monday | 2:00 PM to 3:00 PM  
Chapels of Santuario de San Antonio  
Forbes Park, Makati City

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Good afternoon, everyone!

First, allow me, on behalf of the Board of Governors and the more than 1,100 members of the Management Association of the Philippines, to express our sincerest condolences to Mrs. Gretchen and the entire family of Ambassador Albert del Rosario, whom we will greatly miss.

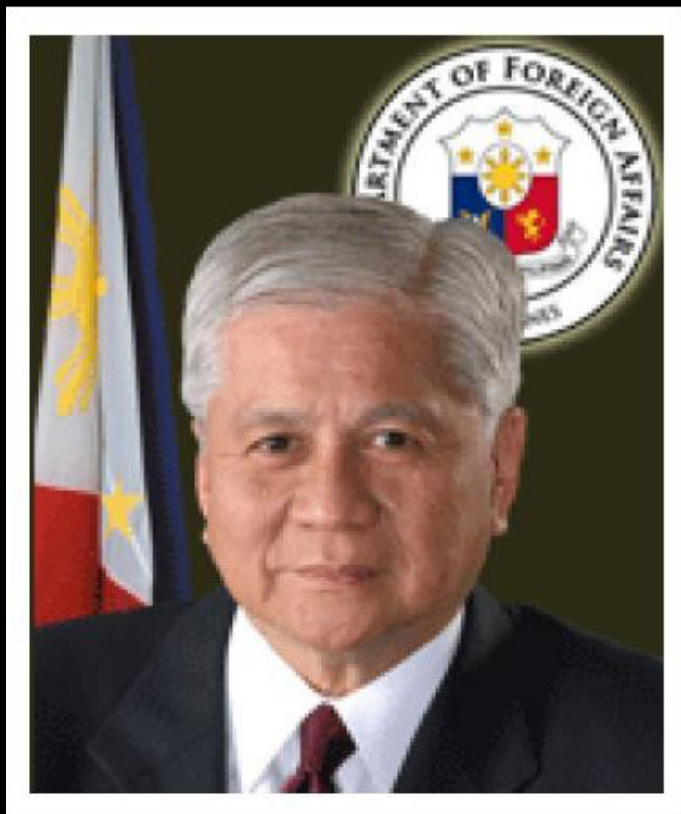
Let me also thank Father Arnold Eramiz for officiating this afternoon’s mass, the Vocalismo Choral Group for providing the songs for the mass, our mass readers, and those who will do the series of Eulogy after me.

I thank all of you for joining today’s mass which we are offering for Ambassador del Rosario who served as MAP President in 2007.

We thank Ambassador del Rosario for his many contributions to MAP and for introducing many “first” that are continued to be nurtured today. He started the drive to increase and sustain the total MAP membership at over 1,000. Today, we are more than 1,100 and increasing every month. In line with this drive, he initiated a MAP Mini-GMM in Cebu in 2007 where he personally inducted about 15 new MAP members who are based in the Visayas. Until now, we still hold Mini-GMMs in Cebu. On May 12, we will hold one and will induct about 20 members.

With a membership base of 1,000, Amb. del Rosario envisioned that MAP will achieve a critical mass to enable a greater exercise of influence and relevance with both the business community and the government in the promotion of management excellence. Today, MAP is now the organization that Amb. Del Rosario has envisioned.

He also started the weekly “MAP Insights” column



in BusinessWorld every Tuesday.

It was during his term when the MAP CEO Academy was institutionalized as the MAP’s umbrella brand for all management development fora and other learning activities on leadership and management to address the continuing education needs of MAP members and other management practitioners.

He initiated the health care coverage of all regular employees of MAP as well as their spouses and children.

MAP conferred the “MAP Management Man of the Year 2014” award on Amb. del Rosario for raising the standards of economic diplomacy by pursuing an independent and principled foreign policy, and for standing firmly in staunchly defending the Philippine national interest in the global arena.

Ambassador del Rosario has set a leadership example that Filipino professional managers should emulate through his track record of integrity, professional competence, and strong leadership in his management career in both public and private sectors.

He will forever be remembered for being a paragon of statesmanship and management excellence for nation-building, and for his overwhelming love of country.

Farewell to an extraordinary leader, an exemplary public servant and a genuine patriot!

We will certainly miss you, Ambassador del Rosario!





**Mr. OSCAR "Oskie" M. LOPEZ**  
*MAP Management Man of the Year 2000*  
 Chair Emeritus of First Philippine Holdings Corporation

Please pray for the eternal repose of Mr. Lopez who passed away on April 22, 2023 at the age of 93.

He was a MAP member for 51 years.

The wake will be held at THE FIFTH at Rockwell, Hidalgo Drive, Rockwell Center, Makati City from April 23 – 25, Sunday to Tuesday from 2:00 PM to 9:00 PM.  
 Daily novena mass will be held at 6:00 PM.

Funeral Mass will be held on April 26, Wednesday, at 10:00 AM.

In lieu of flowers, the family would appreciate donations to his favorite charities:

Knowledge Channel Foundation  
 and  
 Ang Misyon Inc.

**PLEASE NOTE:** A negative antigen test will be appreciated. There will also be on-site testing for everyone's convenience.

**FOR UPDATES ON MAP'S  
FORTHCOMING EVENTS**

*Please do the following:*



Read the **MAP MEMO**  
MAP's weekly e-newsletter



Check your **VIBER**



Check your **EMAILS**  
regularly