

Featured in the
MAPping the Future on July 10 and
MAP Insights on July 11

The need for a Philippine country brand and a National Branding Council to establish the same

INQUIRER & BUSINESSWORLD

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2 “The need for a Philippine country brand and a National Branding Council to establish the same”

(from page 1)

(This Management Association of the Philippines Statement has been submitted to the Office of the President.)

The Philippines is a beautiful and diverse country that offers a wide range of attractions and opportunities for both domestic and international visitors. We have a rich history, a vibrant culture, and a talented workforce, all of which can be leveraged to create a strong and compelling country brand.

Despite the country’s many strengths and advantages, it still faces significant challenges in terms of attracting investments, promoting tourism, and building a positive image abroad. In order to address these challenges and capitalize on its many strengths, we need to work together and establish a comprehensive country branding strategy. A National Branding Council can champion this effort.

The Potential to Attain Key Benefits Through Country Branding

1. **Economic Advantages:** A strong country brand can attract foreign investments, boost tourism, and increase exports. This can help generate jobs and income for the country.

2. **Improved international relations:** A positive country brand can help improve relations with other countries, which can lead to more opportunities for collaboration and cooperation.

3. **Cultural exchange:** A strong country brand can create interest in a country’s culture, which can lead to more opportunities for cultural exchange and sharing.

4. **Increased national pride:** A strong country brand can create a sense of pride and unity among citizens, which can lead to greater social cohesion.

5. **Political benefits:** A positive country brand can help a country gain influence on the global stage, as it can help build trust and credibility with other nations.

THE IMPERATIVE FOR A NATIONAL BRANDING COUNCIL

A National Branding Council (NBC) can play a crucial role in developing and implementing a comprehensive country branding strategy for the Philippines. The NBC can serve as the central coordinating body that brings together various stakeholders, including government agencies, private sector companies, and civil society organizations, to develop a unified branding approach for the country.

The NBC can also provide strategic guidance and support for branding initiatives, including the development of a national brand identity, brand messaging, and marketing campaigns. Additionally, it can monitor and evaluate the effectiveness of branding initiatives to ensure that they are aligned with the country’s overall development goals.

1. **Create a Unified and Consistent Brand Identity:** Currently, various government agencies, private organizations, and individuals engage in branding activities without a centralized and coordinated effort. This lack of coordination results in a fragmented and confusing brand identity that does not effectively communicate the country’s unique value proposition. An NBC can help create a unified and consistent brand identity for the Philippines. It can serve as the central coordinating body that will oversee and ensure the consistency of branding efforts across all sectors and levels.

2. **Increase Trade, Foreign Investments and Tourism Market:** Branding is a powerful tool that can influence people’s perception and behavior. A well-crafted brand can create positive associations and emotions that can attract tourists and investors. The NBC can work closely with the Department of Tourism (DoT) and the Department of Trade and Industry (DTI) to develop and implement branding strategies that will differentiate Philippines from the rest, and be one of the top preferred destinations for tourism and investments.

3. **Promote the Country’s Culture and Heritage:** The Philippines has a rich and diverse

culture that can be leveraged to create a unique and compelling country brand. A country's culture and heritage promise an experience that can best be felt on its shores. The NBC can work with the National Commission for Culture and the Arts (NCCA) and other cultural organizations to showcase the country's rich and vibrant culture and heritage through branding initiatives. A strong country brand can effectively communicate our country's story to the world.

4. Develop National Pride: A strong national brand can also help foster a sense of pride and unity among the country's citizens, leading to increased social cohesion and stability.

5. Enhance the Country's Global Reputation: A positive brand image can create a sense of pride and loyalty among Filipinos and can also influence how the country is perceived by the international community. The NBC can work with international organizations and media to promote a positive image of the Philippines and counter negative stereotypes and misconceptions. This can enhance the Philippines' global reputation.

6. Crisis and Reputational Risk Management: A strong national brand can help a country weather crises and negative events, by providing a positive narrative and reputation to fall back on.

COMPOSITION OF THE NBC

The NBC should be multi-sectoral, with members coming from government, private sector, civil society, academia, media, branding and marketing experts, and international experts. The Council will work together and in collaboration, develop a comprehensive brand strategy that reflects the country's identity, values, aspirations, and with the interests of all stakeholders considered.

1. Government representatives: Government officials, including those from the Department of Foreign Affairs (DFA), DoT, DTI, Department of Education (DepEd) and NCCA, that can provide insights on national policies, strategies, and initiatives that impact the country's brand image.

2. Private sector representatives:

Business leaders, entrepreneurs, and industry associations can offer perspectives on the country's economic strengths, trade relations, and investment opportunities.

3. Civil society representatives: Civil society organizations, including non-profits, NGOs, and community groups, can provide inputs on social issues, cultural heritage, indigenous communities matters, and environmental concerns.

4. Academics and researchers: Academics and researchers can contribute to the NBC by providing data, analysis, and insights into the country's historical, social, and cultural aspects.

5. Media representatives: Members of the media, including journalists, broadcasters, and bloggers, can offer perspectives on how the country is perceived and covered in local and international media.

6. Branding and marketing experts: Branding and marketing professionals can provide guidance on developing a strong and effective brand strategy that resonates with the country's target audience.

7. International experts: International experts, including those from international organizations, can offer insights into how the country is perceived globally and what steps can be taken to enhance its image.

THE ROLE OF THE NBC

In pursuit of its objectives, the NBC will be responsible in carrying out these key initiatives that include:

1. Research: Conducting research to understand the Philippines' unique strengths, values, and identity.

2. Brand development: Developing a brand strategy that reflects the Philippines' unique identity and strengths, and creating a visual identity and messaging that will resonate with target audiences.

3. Promotion: Implementing a promotion strategy that will help raise awareness of the Philippines' brand and communicate its key messages to target audiences, including potential investors, tourists, and other

4 stakeholders.

4. **Management:** Ensuring that the brand remains consistent and relevant over time and responding to changes in the global economy and other external factors as needed.

A CALL TO ACTION

It is apparent that country branding is essential to the Philippines' campaign for recognition and competitiveness in the global arena. No less than the President articulated its key importance when he addressed the people in his 2022 State of the Nation Address (SONA):

"To foster the Filipino brand is to spark our sense of pride and reaffirm our strong sense of identity. It is time to welcome the rest of the world with an enhanced Filipino brand that is unique, attractive, and creative."

Our enhanced global competitiveness can help promote economic growth and development through a positive image and reputation that a strong country brand can enable. The NBC can play a crucial role in developing and implementing a comprehensive and unified branding strategy for the Philippines, an output with the buy-in of the various stakeholders brought together for this purpose.

Therefore, the Management Association of the Philippines (MAP) urges the government to establish this NBC to steer and champion the unified effort in the direction of crafting a country brand that can ensure that the Philippines remains competitive and attractive to tourists, investors, and other key stakeholders.

The MAP is a prestigious organization composed of top-level executives and business leaders from various industries in the country. We see the urgent need to present a Philippines that is cohesive and unified in every undertaking, and this will be strongly projected by our country brand. Our membership and the objectives we pursue provide substance to our recommendation:

First, the MAP has a deep understanding of the business environment in the Philippines. Its members are well-versed in the economic, social, and political conditions of the country, as well as the challenges and opportunities faced by various sectors. This knowledge is critical to

actively spearhead the initiative to develop a country branding strategy that is aligned with the needs and goals of the business community and by extension, drive economic growth and development.

Second, the MAP has a strong network of business and industry leaders in the Philippines and abroad. This network can be leveraged to gain support and buy-in for the establishment of an NBC and the development of a country branding strategy. The MAP can also tap into its network to gather insights, best practices, and resources from other countries that have successfully implemented country branding strategies.

Third, the MAP has a track record of advocating for policies and initiatives that promote the country's economic growth and development. This includes supporting programs that enhance competitiveness, attract investments, and create jobs. By recommending the establishment of an NBC and the development of a country branding strategy, the MAP can continue its advocacy work and contribute to the country's long-term economic success.

Finally, the MAP has always maintained a harmonious working relationship with government agencies and stakeholders to drive change and progress in the country. As a respected and influential organization, it can serve as a bridge between the private sector and government, bringing together stakeholders to develop a country branding strategy that is inclusive and collaborative.

The MAP hereby presents and submits this urgent recommendation for the creation of the NBC that will place under one body all the country branding efforts with the objective of crafting and presenting a Philippines' Country Brand that will link and integrate all marketing, promotion and positioning in the global market.

In reciprocity, the MAP will actively participate in this NBC and harness the expertise, experience and network of its members in support of the NBC's objectives.

Send feedback at map@map.org.ph.

The need for Philippine country brand, National Branding Council

(First of two parts)

The Philippines is a beautiful and diverse country that offers a wide range of attractions and opportunities for both domestic and international visitors. We have a rich history, a vibrant culture and a talented workforce, all of which can be leveraged to create a strong and compelling country brand.

Despite the country's many strengths and advantages, it still faces significant challenges in terms of attracting investments, promoting tourism and building a positive image abroad. In order to address these challenges and capitalize on its many strengths, we need to work together and establish a comprehensive country branding strategy. A National Branding Council (NBC) can champion this effort.

The potential benefits of country branding

Economic advantages: A strong country brand can attract foreign investments, boost tourism and increase exports. This can help generate jobs and income for the country.

Improved international relations: A positive country brand can help improve relations with other countries, which can lead to more opportunities for collaboration and cooperation.

Cultural exchange: A strong country brand can create in-

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MANAGEMENT ASSOCIATION OF THE PHILIPPINES

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Increased national pride: A strong country brand can create a sense of pride and unity among citizens, which can lead to greater social cohesion.

Political benefits: A positive country brand can help a country gain influence on the global stage, as it can help build trust and credibility with other nations.

The imperative for a National Branding Council

The NBC can play a crucial role in developing and implementing a comprehensive country branding strategy for the Philippines. The NBC can serve as the central coordinating body that brings together various stakeholders, including government agencies, private sector companies and civil society organizations, to develop a unified branding approach for the country.

The NBC can also provide strategic guidance and support for branding initiatives, in-

cluding the development of a national brand identity, brand messaging and marketing campaigns. Additionally, it can monitor and evaluate the effectiveness of branding initiatives to ensure that they are aligned with the country's overall development goals.

Create a unified and consistent brand identity

Currently, various government agencies, private organizations and individuals engage in branding activities without a centralized and coordinated effort. This lack of coordination results in a fragmented and confusing brand identity that does not effectively communicate the country's unique value proposition. An NBC can help create a unified and consistent brand identity for the Philippines. It can serve as the central coordinating body that will oversee and ensure the consistency of branding efforts across all sectors and levels.

Boost trade, foreign investments and tourism

Branding is a powerful tool that can influence people's perception and behavior. A well-crafted brand can create positive associations and emotions that can attract tourists and investors. The NBC can work closely with the Department of Tourism (DOT) and the Department of Trade and Industry (DTI) to develop and implement branding strat-

egies that will differentiate Philippines from the rest, and be one of the top preferred destinations for tourism and investments.

Promote the country's culture and heritage

The Philippines has a rich and diverse culture that can be leveraged to create a unique and compelling country brand. A country's culture and heritage promise an experience that can best be felt in its shores. The NBC can work with the National Commission for Culture and the Arts (NCCA) and other cultural organizations to showcase the country's rich and vibrant culture and heritage through branding initiatives. A strong country brand can effectively communicate our country's story to the world.

Develop national pride

A strong national brand can also help foster a sense of pride and unity among the country's citizens, leading to increased social cohesion and stability.

Enhance global reputation

A positive brand image can create a sense of pride and loyalty among Filipinos and can also influence how the country is perceived by the international community. The NBC can work with international organizations and media to promote a positive image of the Philippines and counter negative ste-

recotypes and misconceptions. This can enhance the Philippines' global reputation.

Crisis and reputational risk management

A strong national brand can help a country weather crises and negative events by providing a positive narrative and reputation to fall back on.

Composition of the NBC

The NBC should be multi-sectoral, with members coming from government, private sector, civil society, academia, media, branding and marketing experts, and international experts. The Council will work together and in collaboration, develop a comprehensive brand strategy that reflects the country's identity, values, aspirations and with the interests of all stakeholders considered.

Government representatives: Officials, including those from the Department of Foreign Affairs, DOT, DTI, Department of Education and NCCA, can provide insights on national policies, strategies and initiatives that impact the country's brand image.

Private sector representatives: Business leaders, entrepreneurs and industry associations can offer perspectives on the country's economic strengths, trade relations and investment opportunities.

Civil society representatives: Civil society organizations, including nonprofits, nongovern-

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Academics and researchers: They can contribute to the NBC by providing data, analysis and insights into the country's historical, social and cultural aspects.

Media representatives: Members of the media, including journalists, broadcasters, and bloggers, can offer perspectives on how the country is perceived and covered in local and international media.

Branding and marketing experts: These professionals can provide guidance on developing a strong and effective brand strategy that resonates with the country's target audience.

International experts: Global experts, including those from international organizations, can offer insights into how the country is perceived globally and what steps can be taken to enhance its image. [INQ](#)

(To be concluded)



(This Management Association of the Philippines position paper has been submitted to the Office of the President. Feedback at map@map.org.ph)

"The need for Philippine country brand, National Branding Council"

and

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MAPPING the Future column in INQUIRER July 10, 2023

and

MAP Insights column in BUSINESSWORLD July 11, 2023

6/SI

Opinion

BusinessWorld

TUESDAY, JULY 11, 2023

EDITOR ALICIA A. HERRERA



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1. Economic Advantages: A strong country brand can attract foreign investments, boost tourism, and increase exports. This can help generate jobs and income for the country.

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A CALL TO ACTION

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Send feedback at map@map.org.ph.

“Digitalization seen to curb smuggling”

by Jenica Faye Garcia

The Manila Times | July 10, 2023

DIGITALIZING customs transactions will make it difficult for smugglers to operate and eventually lead to more efficient tax collection, the president of the Management Association of the Philippines (MAP) said.

Benedicta Du-Baladad said that with full digitalization, the Bureau of Customs (BoC) will be able to capably track inbound goods.

“We have a very big smuggling [problem] unless we are highly digitalized to track the inbound goods before [they] completely enter the country,” she said during an SMNI program hosted by The Manila Times Chairman and CEO Dante “Klink” Ang 2nd.

Baladad said “it is very difficult to improve the tax administration [because] there is no audit trail — and since smuggled goods have no audit trail — then there would be a lot of goods circulating in the country that are untaxed.”

Smuggling enables the “underground economy” to thrive, she said. Along with curbing smuggling, a digitalized customs system will also cut the “opportunities for corruption” of public servants.

“With this, apart from removing face-to-face [transactions], we are also removing the opportunity for corruption,” she said.

If customs transactions are not digitalized, the country cannot attract investments, and “the society will suffer,” Baladad said.

“We [won’t be able] to get investors. The earnings of companies would not be as efficient as when it is digitalized. [If digitalized], they can do things efficiently and very fast,” she said. Over the years, the bureau has made several attempts to digitalize. It tried out the Remote Image Analysis Centers that were designed to speed up the inspection of shipments.

In 2021, the BoC launched a project to modernize operations by 2024 “by streamlining, automating, and developing a world-class customs processing system.” However, smuggling remains prevalent. Over P19.22 billion worth of smuggled goods were seized in the first quarter of 2023.

Counterfeit goods topped the list with over P13.249 billion, followed by agricultural products (P2.552 billion), cigarettes and tobacco (P1.748 billion), and illegal drugs (P849 million). Among the other seized items were general merchandise, steel products, electronics, medical supplies, jewelry, food, chemicals, currency, fuel and oil.

President Ferdinand Marcos Jr. has said the full digitalization of customs transactions is an “important part” of the fight against smuggling, specifically in agricultural products.

Under Republic Act 10845, or the “Anti-Agricultural Act of 2016,” higher penalties are imposed for large-scale smuggling of agricultural products, in part to protect the livelihood of the farmers.



MAP calls on all sectors to help ease the Education Crisis

July 10, 2023

We in the Management Association of the Philippines (MAP) believe that easing the education crisis should be one of the country's top priorities and we call on all sectors to actively participate in addressing it.

In an age where employment is transforming from traditional to digital, keeping students in school is a major challenge. The youth are increasingly enamored with social media and have discovered many ways to monetize their experiences by sharing them online.

This situation is a crisis waiting to happen and the consequence will put our competitiveness and national growth on the line. Education is critical to innovations and inventions, and absent these two, our development will stagnate and so will our progress.

Pre-pandemic, the Filipino students are already lowest in reading and second to lowest in Math and Science according to the PISA 2018 results. This worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to online mechanism. The lack of supervision that teachers do onsite contributed to further deterioration, and this negatively impacts the quality of education and graduates produced by the educational institutions.

Republic Act 11899 or the "Second Congressional Commission on Education II Act" - which created the EDCOM II to address the education crisis, look at the entire system, and come up with targeted and measurable reforms - could not have come at an opportune time. A public-private partnership in education is an idea whose time is ripe.

We agree with what Senator Win Gatchalian cited during the June 20, 2023 BDB Law -MAP Breakfast Dialogue that basic education and Tech-Vocational Education and Training (TVET) are the most relevant to the business sector from among the 28 priority areas of EDCOM II. The vision of K to 12 to turn-out students going into the 11 and 12 grades as employment-ready, based on specialized skills that were supposed to be taught in the two added years, is far from being realized. Instead of getting better jobs, they end up taking on elementary jobs that do not pay well.

There is a need to streamline the implementation of the K to 12 system so that it can fully integrate as a TVET program to increase enterprise-based learning where the senior high school students will have more immersive experiences through certification training and exposure to actual work settings. A system for Micro-Credentialing should be created in such a way that a national certification program will qualify a student for better job opportunities and higher wages. The *Batang Magaling* Act that was filed to seek the reform of the Senior High School system in the country, embedding national certification for students under this program, can be a significant step to tackle this.

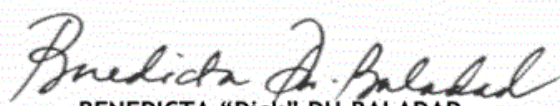
The lifespan of EDCOM II is three years but actions are already being taken through the proposal of laws, and recommendations for enabling policies and reforms. Among these is the House Bill No (HBN) 7370 which provides for independent councils that will recommend to the government the skills and jobs that are in step with the developments in the industries. Another significant one is the Senate Bill No. (SBN) 2029 and SBN 1754, both seeking to improve the early childhood care in the Philippines as child stunting is one of the causes of poorer cognitive development.

There is a need for effective and efficient management of public schools to streamline operations, remove duplications, improve the ratio of employees and administrators and be proficient in fiscal management. Likewise, the local government units (LGUs) must also actively participate in monitoring results of student performance by providing the Department of Education (DepEd) with timely information on the issues of delivering education.

The programs of Technical Education and Skills Development Authority (TESDA) should be re-designed to be more future-oriented. That means being updated to the technological advancement of the industries and training the teachers and trainers to look at how they can prepare the students proactively through innovative delivery, instead of a highly structured one.

The time has come for a public-private partnership in education. After all, one of education's primary reasons for being is to ensure that its graduates are adequately prepared for gainful employment or for enterprise building. As the biggest 'consumers' of these graduates, we are all too willing to do our share in preparing them to be productive and competitive, or do business with them in the future. This collaboration is indispensable in creating a workforce that is skilled and ready to actively engage. That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world.

It is imperative that the educators tackle the reforms and be unafraid of disrupting their traditional systems so that the educational system can continue to be a bastion of progress and development.



BENEDICTA "Dick" DU-BALADAD
 MAP President

“Shift to digital education, social media alarming – MAP”

**BY BERNIE CAHILES-MAGKILAT
MANILA BULLETIN
Jul 10, 2023 01:54 PM**

The shift in learning from traditional to digital and where students are more enamored by social media and monetizing their experiences online are worsening the country’s education that is already in a crisis situation, the Management Association of the Philippines (MAP) warned.

In a statement Monday, July 10, signed by President Benedict “Dick” Du-Baladad, MAP has called on all sectors for active participation stressing that education should be one of the country’s top priorities.

“In an age where employment is transforming from traditional to digital, keeping students in school is a major challenge. The youth are increasingly enamored with social media and have discovered many ways to monetize their experiences by sharing them online. This situation is a crisis waiting to happen and the consequence will put our competitiveness and national growth on the line,” said MAP in the statement.

The management group stressed that education is critical to innovations and inventions. The absence of these two, the development will stagnate and so will the country’s progress.

MAP pointed out that even pre-pandemic, the Filipino students are already lowest in reading and second to lowest in Math and Science according to the PISA 2018 results.

This worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to online mechanism. The lack of supervision that teachers do onsite contributed to further deterioration, and this negatively impacts the quality of education and graduates produced by the educational institutions.

With that, MAP has proposed a strong public private partnership, local government units (LGUs) active role, redesigning of TESDA (Technical Education Skills Development Authority) programs, and streamlining of the K to 12.

According to MAP, Republic Act 11899 or the “Second Congressional Commission on Education II Act” -- which created the EDCOM II to address the education crisis, look at the entire system, and come up with targeted and measurable reforms - could not have come at an opportune time. This means that a public-private partnership in education is an idea whose time is ripe, MAP said.

“We agree with what Senator Win Gatchalian cited during the June 20, 2023 BDB Law –MAP Breakfast Dialogue that basic education and Tech-Vocational Education and Training (TVET) are the most relevant to the business sector from among the 28 priority areas of EDCOM II,” the group added.

MAP even pointed out that the vision of K to 12 to turn-out students going into the 11 and 12 grades as employment-ready, based on specialized skills that were supposed to be taught in the two added years, is “far from being realized.”

“Instead of getting better jobs, they end up taking on elementary jobs that do

9 not pay well," MAP noted.

Thus, the need to streamline the implementation of the K to 12 system so that it can fully integrate as a TVET program to increase enterprise-based learning where the senior high school students will have more immersive experiences through certification training and exposure to actual work settings.

With that, MAP suggested the creation of a system for Micro-Credentialing in such a way that a national certification program will qualify a student for better job opportunities and higher wages.

According to the group, the Batang Magaling Act that was filed to seek the reform of the Senior High School system in the country, embedding national certification for students under this program, can be a significant step to tackle this.

The lifespan of EDCOM II is three years but actions are already being taken through the proposal of laws, and recommendations for enabling policies and reforms.

Among these is the House Bill No (HBN) 7370 which provides for independent councils that will recommend to the government the skills and jobs that are in step with the developments in the industries. Another significant one is the Senate Bill No. (SBN) 2029 and SBN 1754, both seeking to improve the early childhood care in the Philippines as child stunting is one of the causes of poorer cognitive development.

The group further proposed the need for effective and efficient management of public schools to streamline operations, remove duplications, improve the ratio of employees and administrators and be

proficient in fiscal management.

Likewise, MAP said, that LGUs must also actively participate in monitoring results of student performance by providing the Department of Education (DepEd) with timely information on the issues of delivering education.

In addition, MAP urged that programs of TESDA should be re-designed to be more future-oriented.

That means being updated to the technological advancement of the industries and training the teachers and trainers to look at how they can prepare the students proactively through innovative delivery, instead of a highly structured one.

"The time has come for a public-private partnership in education. After all, one of education's primary reasons for being is to ensure that its graduates are adequately prepared for gainful employment or for enterprise building," MAP said.

As the biggest "consumers" of these graduates, MAP said, "We are all too willing to do our share in preparing them to be productive and competitive, or do business with them in the future. This collaboration is indispensable in creating a workforce that is skilled and ready to actively engage. That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world."

"It is imperative that the educators tackle the reforms and be unafraid of disrupting their traditional systems so that the educational system can continue to be a bastion of progress and development," MAP concluded.

“Keeping students in schools a challenge - MAP head”

BY JENICA FAYE FARCIA

THE MANILA TIMES | JULY 10, 2023

The Management Association of the Philippines (MAP) urged all sectors to help ease the education crisis in the country, warning that Filipino students remain at the bottom of the heap when it comes to reading, Math and Science.

Benedicta Du-Baladad, MAP president, said that keeping students in school is a challenge because many have become “enamored” with social media.

“This situation is a crisis waiting to happen and the consequence will put our competitiveness and national growth on the line,” she warned in a statement on Monday. “Education is critical to innovations and inventions, and absent these two, our development will stagnate and so will our progress.”

She pointed out that before the pandemic, Filipino students scored lowest in reading and second lowest in Math and Science in the PISA 2018 results.

“This worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to online mechanisms. The lack of supervision that teachers do onsite contributed to further deterioration, and this negatively impacts the quality of education and graduates produced by the educational institutions,” Du-Baladad said.

She cited the need to streamline the implementation of the K to 12 system for easier integration as a TVET program to increase enterprise-based learning and allow senior high school students to have more immersive experiences through certification training and exposure to actual work settings. She also called for effective and efficient management of public schools “to streamline operations and remove duplication.”

She said that a public-private partnership in education is indispensable “in creating a workforce that is skilled and ready to actively engage. That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world.”

“MAP: Addressing education crisis should be prioritized”

BY CATHERINE TALAVERA

THE PHILIPPINE STAR

JULY 11, 2023

MANILA, Philippines — Business group Management Association of the Philippines (MAP) is urging the country to prioritize the easing of the current education crisis, emphasizing the need to transform the country’s education system to allow it to better adapt to a changed workplace in a technology-driven world.

“We in the MAP believe that easing the education crisis should be one of the country’s top priorities, and we call on all sectors to actively participate in addressing it,” MAP president Benedicta Du-Baladad said in a statement on July 10.

Du-Baladad said that the time has come for a public-private partnership in education, emphasizing that one of education’s primary reasons for being is to ensure that its graduates are adequately prepared for gainful employment or for enterprise building.

“As the biggest ‘consumers’ of these graduates, we are all too willing to do our share in preparing them to be productive and competitive, or do business with them in the future. This collaboration is indispensable in creating a workforce that is skilled and ready to actively engage. That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world,” she said.

“It is imperative that the educators tackle the reforms and be unafraid of disrupting their traditional systems so that the educational system can continue to be a bastion of progress and development,” she added.

Keeping students in school is becoming a major challenge, in an age when employment is transforming from traditional to digital. It noted that the youth are increasingly enamored with social media and have discovered many

11 ways to monetize their experiences by sharing them online, according to the MAP.

"This situation is a crisis waiting to happen, and the consequence will put our competitiveness and national growth on the line. Education is critical to innovations and inventions, and (with the absence of) these two, our development will stagnate and so will our progress," Du-Baladad said.

The MAP pointed out that even in pre-pandemic days, Filipino students were already lowest in reading and second to the lowest in mathematics and science, according to the 2018 results of the OECD Program for International Student Assessment.

"This worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to the online mechanism. The lack of supervision that teachers do onsite contributed to further deterioration, and this negatively impacts the quality of education and graduates produced by educational institutions," Du-Baladad said.

She noted Republic Act 11899, or the "Second Congressional Commission on Education II Act," which created the EDCOM II to address the education crisis, looks at the entire system and comes up with targeted and measurable reforms.

"A public-private partnership in education is an idea whose time is ripe," Du-Baladad said. The MAP official agreed with a recent statement made by Sen. Sherwin Gatchalian saying that basic education and technical-vocational education and training (TVET) are the most relevant to the business sector from among the 28 priority areas of EDCOM II.

"The vision of K-12 to turn out students going into the 11th and 12th grades as employment-ready, based on specialized skills that were supposed to be taught in the two added years, is far from being realized. Instead of getting better jobs, they end up taking on elementary jobs that do not pay well," she said.

Du-Baladad stressed that there is a need to streamline the implementation of the K-12

system, so that it can fully integrate as a TVET program to increase enterprise-based learning where senior high school students will have more immersive experiences through certification training and exposure to actual work settings.

"A system for micro-credentialing should be created in such a way that a national certification program will qualify a student for better job opportunities and higher wages," she said, adding that the Batang Magaling Act that was filed seeks the reform of the senior high school system in the country, which embeds a national certification for students. While the lifespan of EDCOM II is three years, the MAP emphasized that actions are already being taken through the proposal of laws and recommendations for enabling policies and reforms.

Among these is House Bill 7370, which provides for independent councils that will recommend to the government the skills and jobs that are in step with developments in industries.

Another significant measure are Senate Bill 2029 and SB 1754, which both seek to improve the early childhood care in the Philippines as child stunting is one of the causes of poorer cognitive development.

"There is a need for effective and efficient management of public schools to streamline operations, remove duplications, improve the ratio of employees and administrators and be proficient in fiscal management. Likewise, the local government units must also actively participate in monitoring results of student performance by providing the Department of Education with timely information on issues of delivering education," Du-Baladad said.

She added that programs of the Technical Education and Skills Development Authority should be redesigned to be more future-oriented, particularly updating it to the technological advancement of the industries and training teachers and trainers to look at how they can prepare students proactively through innovative delivery, instead of a highly structured one.

“MAP head Du-Baladad calls for concrete steps to reverse unfolding education ‘crisis’ in PHL”

**BY ANDREA E. SAN JUAN
BUSINESSMIRROR | JULY 11, 2023**

The Management Association of the Philippines (MAP) is calling on all sectors to help reverse the unfolding education “crisis,” warning that failure to do so may put the country’s competitiveness and national growth on the line.

“This situation is a crisis waiting to happen and the consequence will put our competitiveness and national growth on the line. Education is critical to innovations and inventions, and [with the absence of] these two, our development will stagnate and so will our progress,” MAP President Benedicta Du-Baladad said in a news statement issued on Monday.

The business group said it believes that easing the education crisis should be one of the country’s top priorities especially in an age where employment is transforming from traditional to digital. With this transition, MAP said, keeping students in school is a “major challenge.”

Du-Baladad emphasized that prior to the pandemic, Filipino students are already lowest in reading and second to lowest in Math and Science, according to the PISA 2018 results.

The MAP chief added this even worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to online distance learning mechanisms.

Du-Baladad also noted the lack of supervision that teachers do onsite contributed to further deterioration. She noted this “negatively” impacts the quality of education and graduates produced by the educational institutions.

With this, the head of MAP recognized the key education reforms relevant to addressing the education crisis in the country. Apart from these, Du-Baladad also cited the business group’s recommendations moving forward, including a system that will qualify a student for better job opportunities through a national certification program.

Meanwhile, she noted the Republic Act 11899 or the Second Congressional Commission on Education II Act, which created the EDCOM II to address the education crisis, look at the entire system, and come up with targeted and measurable reforms—“could not have come at an opportune time.” The MAP head also noted that a public-private partnership in education is an idea whose time is “ripe.”

The Senate and House of Representatives passed their respective measures setting up Edcom II on May 23, 2022, and the consolidated bill lapsed into law—Republic Act or RA 11899—last July 23.

Edcom II is tasked to set “specific, targeted, measurable and time-bound solutions” aimed at developing a “more holistic, harmonized and coordinated education ecosystem.”

Moreover, Du-Baladad said a system for micro credentialing should be created “in such a way that a national certification program will qualify a student for better job opportunities and higher wages.”

In line with this micro-credentialing system, she mentioned a relevant law which can be a “significant step” to tackle issue on providing better opportunities, the Batang Magaling Act, which she said was filed to seek the reform of the senior high school system in the country, “embedding” national certification for students under this program.

“The lifespan of EDCOM II is three years but actions are already being taken through the proposal of laws, and recommendations for enabling policies and reforms. Among these is House Bill No [HBN] 7370, which

13 provides for independent councils that will recommend to the government the skills and jobs that are in step with the developments in the industries. Another significant one is the Senate Bill No. [SBN] 2029 and SBN 1754, both seeking to improve the early childhood care in the Philippines as child stunting is one of the causes of poorer cognitive development," the MAP head stressed.

Meanwhile, Du-Baladad said there is a need for effective and efficient management of public schools to streamline operations, remove duplications, improve the ratio of employees and administrators and be proficient in fiscal management.

Likewise, she said the local government units (LGUs) must also "actively" participate in monitoring results of student performance by providing the Department of Education (DepEd) with "timely" information on the issues of delivering education.

Further, the MAP head said the programs of Technical Education and Skills Development Authority (TESDA) should be redesigned to be "more future-oriented."

"That means being updated to the technological advancement of the industries and training the teachers and trainers to look at how they can prepare the students proactively through innovative delivery, instead of a highly structured one," Du-Baladad said.

She also stressed that the time has come for a public-private partnership in education, as this collaboration is "indispensable" in creating a work force that is skilled and ready to actively engage.

"After all, one of education's primary reasons for being is to ensure that its graduates are adequately prepared for gainful employment or for enterprise building. As the biggest 'consumers' of these graduates, we are all too willing to do our share in preparing them to be productive and competitive, or do business with them in the future," Du-Baladad said.

"Education crisis worries MAP"

**BY JENICA FAYE GARCIA
THE MANILA TIMES | JULY 11, 2023**

THE head of the Management Association of the Philippines (MAP) proposed a whole-of-government approach to ease the education crisis.

Benedicta Du-Baladad, MAP president, made the proposal after studies showed that Filipino students had the lowest rating in reading and second to lowest in mathematics and science.

"This worsened during the pandemic because the lockdowns stopped physical attendance, with the system shifting to online mechanisms. The lack of supervision that teachers do onsite contributed to further deterioration, and this negatively impacts the quality of education and graduates produced by the educational institutions," Baladad said in a statement on Monday.

Different social media platforms compounded the problem by offering easy monetization, making keeping the students in school "a major challenge," she said.

"The youth are increasingly enamored with social media and have discovered many ways to monetize their experiences by sharing them online," Baladad said.

"This situation is a crisis waiting to happen, and the consequence will put our competitiveness and national growth on the line," she said.

Without innovations and inventions, educational development "will stagnate, and so will our progress," Baladad said.

14 She cited the need to streamline the implementation of the K to 12 system, which was supposed to ensure employment for graduates.

“The vision of K to 12 to turn out students going into the 11th and 12th grades as employment-ready, based on specialized skills that were supposed to be taught in the two added years, is far from being realized. Instead of getting better jobs, they end up taking on elementary jobs that do not pay well,” she said.

Once streamlined, the curriculum can fully integrate into a Tech-Vocational Education and Training (TVET) program, she said.

A system for micro-credentialing should also be created that will enable a student to qualify for better job opportunities and high wages, Baladad said.

Micro-credentialing is embodied in the Batang Magaling Act filed by Sen. Sherwin Gatchalian, which aims to strengthen linkages among the Department of Education (DepEd), the local government units (LGUs), academic communities and industry partners.

LGUs must work closely with the DepEd “in monitoring results of student performance with timely information on the issues of delivering education,” she said.

“Collaboration is indispensable in creating a workforce that is skilled and ready to actively engage. That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world,” Baladad said.

“MAP: Swiftly resolve education crisis”

BY RAFFY AYENG
DAILY TRIBUNE | JULY 11, 2023

The Management Association of the Philippines on Monday called on the national government and other concerned sectors to prioritize the education crisis in the country and make steps to ensure that the crisis will be resolved quickly.

MAP president Atty. Benedicta Du-Baladad she said there is a need to streamline the implementation of the K to 12 system so that it can fully integrate as a Tech-Vocational Education and Training program.

This, she said, is seen to increase enterprise-based learning where the senior high school students will have more immersive experiences through certification training and exposure to actual work settings.

“A system for Micro-Credentialing should be created in such a way that a national certification program will qualify a student for better job opportunities and higher wages,” Baladad said.

“The Batang Magaling Act that was filed to seek the reform of the Senior High School system in the country, embedding national certification for students under this program, can be a significant step to tackle this,” she added.

To recall, Department of Education spokesperson Michael Poa admitted that the direction of the K to 12 program to make its graduates employable is not happening right now, which made them to review the Grade 11 and 12 curriculum in November 2022.

Baladad also stressed that keeping

15 students in school is a major challenge as the youth are increasingly enamored with social media and have discovered many ways to monetize their experiences by sharing them online.

“This situation is a crisis waiting to happen and the consequence will put our competitiveness and national growth on the line. Education is critical to innovations and inventions, and absent these two, our development will stagnate and so will our progress,” Baladad said.

She stressed that pre-pandemic, Filipino students are already lowest in reading and second to lowest in Math and Science according to the PISA 2018 results and disclosed that it only worsened during the pandemic.

“Because the lockdowns stopped physical attendance and the system shifted to an online mechanism,” Baladad said.

“Inclusion of microcredentials in K-12 system proposed”

**BY ALDEN M. MONZON
PHILIPPINE DAILY INQUIRER
JULY 11, 2023**

MANILA, Philippines — The Management Association of the Philippines (MAP) on Monday cited the need to streamline the K-12 curriculum to promote technical and vocational learning even as it proposed the inclusion of microcredentials for students to make them more competitive in the labor market.

The business management group said that the goal of the K-12 system to prepare incoming Grade 11 and 12 students for employment after graduating was far from being realized.

“Instead of getting better jobs, they end up taking on elementary jobs that do not pay well,” the MAP said in a statement signed by its president, Benedicta Du-Baladad.

One of its proposals is the creation of a system for microcredentialing — defined as small, certification-style courses focusing on a particular field of study — which will qualify a student for better job opportunities, including higher wages.

The MAP said that the implementation of the K-12 system should be streamlined so it can integrate into a full technical and vocational education and training program.

The aim of this, it said, was to increase enterprise-based learning where the senior high school students would have more immersive experiences through certification training and exposure to actual work settings.

The “Batang Magaling Act,” a proposed legislation filed in March at the Senate, can be a significant step, the MAP said.

The bill introduced by Sen. Sherwin Gatchalian is seeking the reform of the senior high school system in the country and the embedding of a national certification for students under this program.

The MAP is also calling for the implementation of other measures to help the education sector in the country, citing that it is in crisis and it should be one of the country’s top priorities.

These other measures include ensuring the effective and efficient management of public schools to streamline operations, remove duplications, improve the ratio of employees and administrators, and be proficient in fiscal management.

“PPPs proposed for education due to K-to-12 shortcomings”

BY REVIN MIKHAEL D. OCHAVE
BUSINESSWORLD | JULY 10, 2023

THE Management Association of the Philippines (MAP) proposed public-private partnerships (PPPs) to address the “education crisis,” citing the unfulfilled potential of the K-to-12 program.

MAP President Benedicta Du-Baladad said in a statement on Monday that PPPs should be configured to ensure that students have adequate skills when they enter the workforce.

“As the biggest ‘consumers’ of these graduates, (employers) are all too willing to do our share in preparing them to be productive and competitive, or do business with them in the future...That means transforming the Philippine education system so that it can adapt to a changed workplace in a technology-driven world,” she added.

Ms. Du-Baladad added: “The vision of K-to-12 to (make) students going into the 11th and 12th grades employment-ready (with) specialized skills... is far from being realized. Instead of getting better jobs, they end up taking on elementary jobs that do not pay well,” Ms. Du-Baladad said.

K-to-12, launched during the 2012-2013 school year, added two years of senior high school to basic education.

Ms. Du-Baladad said K-to-12 should “fully integrate as a technical and vocational education and training (TVET) program to increase enterprise-based learning where the senior high school students will have more immersive experiences through certification training and exposure to actual work settings.”

“In an age where employment is transforming from traditional to digital, keeping students in school is a major challenge. The youth are increasingly enamored with social media and have discovered many ways to monetize their experiences by sharing them online,” Ms. Du-Baladad said.



PHILIPPINE STAR | PHOTO BY MIGUEL DE GUZMAN

2023 Philippine CEO survey



Be a Part of Shaping the Future of Business!
Answer the 2023 PwC-MAP Philippine CEO Survey Now!

Invitation to participate in the 2023 PwC-MAP Philippine CEO Survey

The world is changing, and businesses need to keep up. How will your business respond to this challenge? Share your insights and perspectives by participating in the [PwC-MAP 2023 CEO Survey](#).

With the theme “On a Cohesion Course: Leading in the Age of Unlimited Possibilities,” this Survey captures the perspectives of chief executives from various industries and explores how businesses will respond to a changing world and future disruptions as well as how they will foster greater collaboration within their organizations.

As leaders in your respective industries, we believe that your input is vital to make this study successful and to help us in our mission to support businesses like yours. Your valuable participation in this Survey would greatly contribute to the collective knowledge of the business community.

Don't miss out on this opportunity to have your voice heard. Answer the Survey now by clicking on this link: www.pwc.com/ph/ceosurvey-2023. It only takes approximately 15 minutes, and your responses will be kept confidential. The deadline for completing the Survey is July 31, 2023.

To get a better understanding of the Survey's impact, you can view last year's survey results – “The Wins of Change: Thriving in a World of In-Betweens” at www.pwc.com/ph/en/publications/ceo-insights-surveys.html

We can't wait to hear from you, and we look forward to sharing the results with you at the 21st MAP International CEO Conference on September 12, 2023. Thank you in advance for your participation!

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GENERAL MEMBERSHIP MEETING

2nd of MAP's Investment Forum Series

Business Opportunities in ASEAN

A Panel Discussion

July 12, 2023, Wednesday
11:30 AM to 2:00 PM
Grand Ballroom A and B (Level 3)
Shangri-La The Fort

*A Project of MAP Trade and
Investments Committee*

Panelists:



**Ambassador
DATO' ABDUL MALIK
MELVIN CASTELINO**
Malaysia



**Ambassador
CONSTANCE
SEE SIN YUAN**
Singapore



**Ambassador
TULL
TRAISORAT**
Thailand



Minister MUDZAKIR
Head of Economic Affairs
Indonesia



Mr. PHUNG VAN THANH
Head of Trade Office
Vietnam

Registration Fees:

Regular Member	FREE
Life Member	P1,700
Guest	P2,000

SAVE THE DATE REGISTER EARLY

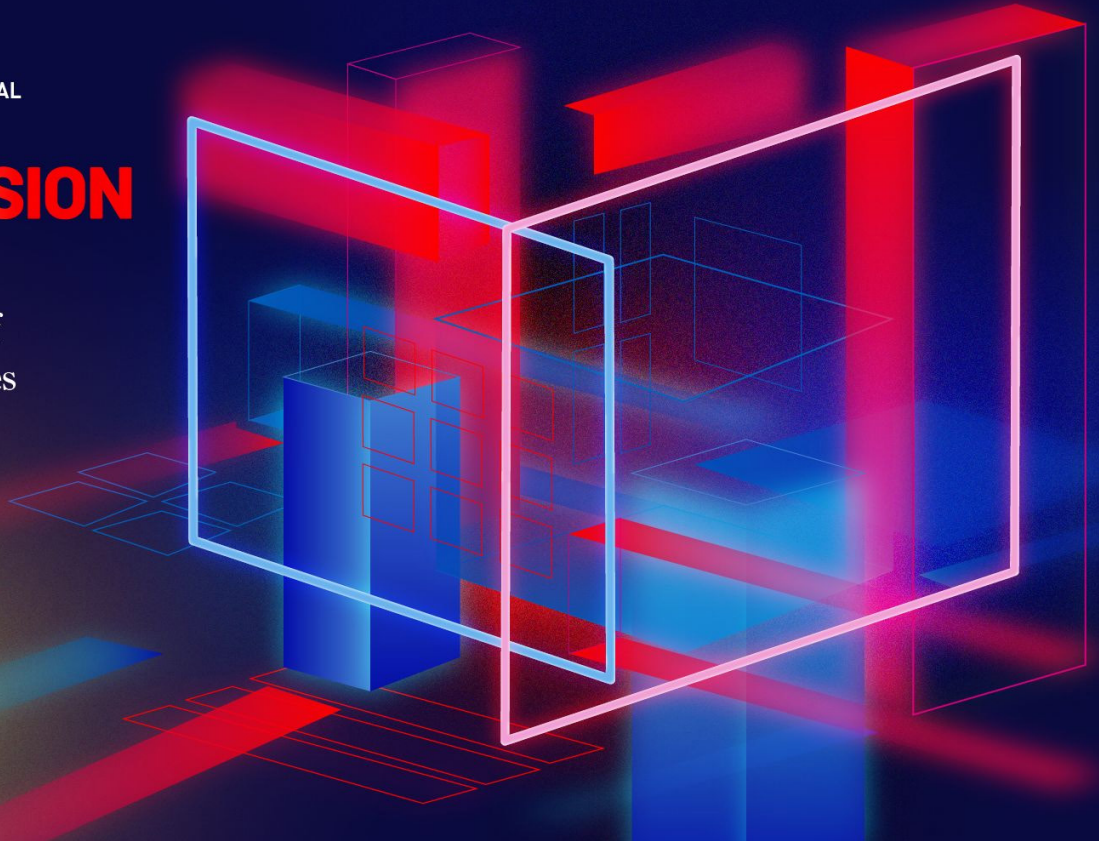


21st INTERNATIONAL
CEO CONFERENCE

ON A COHESION COURSE

Leading in the Age of
Unlimited Possibilities

12 September 2023
8:00 AM to 5:00 PM
Shangri-La The Fort



MAP CEO CONFERENCE 2023 REGISTRATION RATES

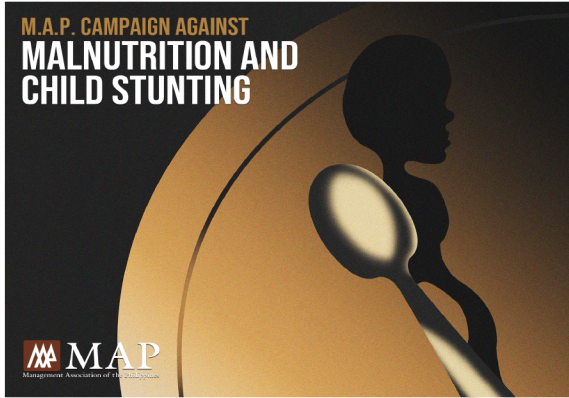
REGISTRATION FEES			
Payment by	MAP Member	Non-MAP Member	Foreign Delegates
July	P12,000	P14,000	\$300
August	P14,000	P16,000	\$350
September	P16,000	P18,000	\$400

Get 1 FREE seat for every 5 seats paid.

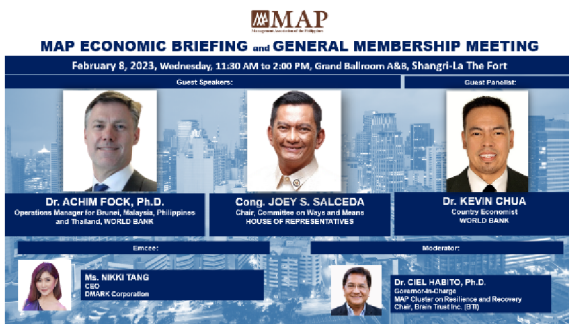
Special Rate for Full-Time Academic and Government Officials		
Payment by	MAP Member	Non-MAP Member
June to September	P4,000	P6,000

Please register thru the following link:

<https://forms.gle/xonTxE2ArxfGTWdCA>



April 12, 2023
MAP Campaign against Malnutrition and Child Stunting



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



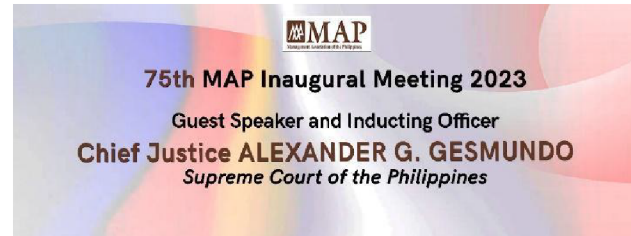
November 22, 2022
MAP Annual General Membership Meeting and "MAP Management Man of the Year 2022" Awarding Ceremony



October 13, 2022
MAP GMM



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



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



November 11, 2022
3rd MAP NextGen Conference 2022



September 13, 2022
MAP International CEO Hybrid Conference

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
Dr. BEN TEEHANKKEE, 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 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, Atsuhita 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 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 KNEEFEL, 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, MDH Marine
Atty. ALEXANDER B. CABRERA, President, Chief Strategy and ESG Leader, Ilo Iloano & Co., Inc. Philippines

Q&A MODERATOR:

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, AutoPilot (Singapore)

Moderator: **Dr. BENITO L. TEEHANKKEE**, 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

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

Moderators:
Mr. SANTIAGO F. DUMLAO, JR., Chairman, CEO, Secretary General of Association of Green Building Agencies in Asia (AGBA)
Ms. RAQUEL B. CAGURANGAN, Chair, MAP Agriculture Committee, VP, Ag & Livestock, Avenir Health, 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. 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, Team Proceur and PAMA Shared Services

April 29, 2022
MAP Webinar

Happy Birthday

to the following MAP members who are celebrating their birthdays within **July 2023**

July 1

Atty. ELAINE MARIE M. "Elaine" COLLADO
Country Director (Philippines) and Executive Committee
(Singapore), Vriens & Partners Pte Ltd

Mr. JOSE ENRIQUE "Joel" DELAS PEÑAS
President and CEO, Manila Bankers Life Insurance Corporation

July 3

Mr. DONN D. "Donn" GAMBOA
President and CEO, White Cloak Technologies, Inc.

Mr. SANJIV "Sanjiv" VOHRA
President and CEO, Security Bank Corporation

July 4

Mr. JOHN PATRICK Y. "Patrick" CHAN
General Manager, The Bellevue Manila

Mr. JUNIE S. "Junie" DEL MUNDO
Chief Executive, EON The Stakeholders Relations Group, Inc.

Mr. JOSELITO G. "Lito" DIGA
SVP and CFO, UNILAB, Inc.

Amb. LUC VERON
Ambassador, European Union to the Philippines

July 6

Mr. BENEL D. "Benel" LAGUA

Atty. GIOVANNI H. "Vanni" MELGAR
Chair and CEO, Melgar Brothers Holding Corporation

Mr. ERNESTO "Ato" TANMANTIONG
CEO, Jollibee Foods Corporation

Dr. BENITO L. "Ben" TEEHANKEE
Full Professor and Head of the Business for Human
Development Network, De La Salle University (DLSU)

July 7

Mr. ANTONIO N. "Jim-Jim" CHIU
President, Coastal Highpoint Ventures, Inc.

Sec. ALFREDO E. "Fred" PASCUAL
Secretary, Department of Trade and Industry (DTI)

Mr. HANS BRINKER M. "Hans" SICAT
Director, ING Bank N.V. Manila

Mr. JOAQUIN M. "Jack" TEOTICO
Group Managing Director, The Galerie Joaquin Group

July 8

Ms. JOLI CO "Joli" WU
CUO, Paramount Life & General

July 9

Mr. JOSE ANTONIO U. "Tony" GONZALEZ

Mr. RICARDO P. "Ricky" ISLA
CEO, Philippines AirAsia Inc.

Mr. CESAR MARIO O. "Mario" MAMON
Chair and President, Enchanted Kingdom, Inc.

July 10

Mr. RAFAEL C. "Raffy" HECHANOVA JR.
VP for Sales and Marketing, Concepcion-Carrier Air
Conditioning Company

Ms. ELAINE "Elaine" KUNKLE
President and General Manager, Henkel Asia Pacific
Service Center, Inc.

Ms. MA. MINA LUZ M. LIM
Country Managing Director, Oracle Philippines

Mr. PONCIANO C. "Chito" MANALO JR.
President and CEO, SM Retail, Inc.

Mr. ROMAN FELIPE S. "Manny" REYES
Chair, Reyes Tacandong & Co. (RT&Co.)

Ms. PATRICIA L. "Trixie" WHYTE
Founder/Chair and President, Q2 HR Solutions, Inc.

July 11

Ingr. EULALIO B. "Euls" AUSTIN JR.
President and CEO, Philex Mining Corporation

July 12

Mr. FELIPE U. "Felipe" YAP
Chair and CEO, Lepanto Consolidated Mining Company

July 13

Mr. MIGUEL ANTONIO C. "Miguel" GARCIA
ACTIVATE BUILDERS, INC.

July 14

Mr. CHITO S. "Chito" MANIAGO
Country Head for Government Affairs, Communications &
Sustainability, Zuellig Pharma Corporation (Philippines)

Happy Birthday

to the following MAP members who are celebrating their birthdays within **July 2023**

July 14

Mr. MANUEL V. "Manny" PANGILINAN
Chair, PLDT Group

July 15

Ms. ELVIRA L. "Rina" BAUTISTA
President, Knowledge Channel Foundation Inc.

Ms. CAMILA G. "Camil" KITANE
President, CGKformaprint, Inc.

July 16

Amb. JOSE L. "Joey" CUISIA JR.
President, Knowledge Channel Foundation Inc.

Cong. JUAN C. PONCE "Jack" ENRILE JR.
Vice Chair, JAKA Investments Corporation

Atty. CHRISTIAN S. "Chris" MONSOD
Founding Chair, Legal Network for Truthful Elections, Inc. (LENTE)

Atty. JOSE RONALD V. "JRVV" VALLES
VP and Head for Regulatory Management, MERALCO

July 17

Ms. CELINA SALDANA "Celine" BAUTISTA
President, CNM Properties & Holdings, Inc.

Dr. JESUS G. "Jess" GALLEGOS JR.
Emeritus Professor, Asian Institute of Management (AIM)

Ms. RUTH YU "Ruth" OWEN
President and CEO, Upgrade Energy Philippines, Inc.

Mr. CESAR L. "Cesar" SISON

Mr. RAMON L. "Mon" ZANDUETA
President and CEO, Marsh Philippines, Inc. (MPI)

July 18

Mr. LUCIEN C. "Luc / Lucien" DY TIOCO
EVP, Philstar Media Group

Dr. LYDIA B. "Lydia" ECHAUZ

Don JAIME "Jaime" ZOBEL DE AYALA
Chair Emeritus, Ayala Corporation

July 19

Dr. GRACE H. AGUILING "Grace" DALISAY
President and CEO, Center for Educational Measurement

Mr. RAMON D. "Mon" DEL ROSARIO
Business Development Director - APAC, Amber Kinetics

Mr. BERNARD VINCENT O. "Bobby" DY
President and CEO, Ayala Land, Inc.

Mr. JOSE ARTURO M. "Jay-Art" TUGADE
President - Products and Services, Perry's Fuel Distribution Inc.

July 21

Mr. REUBEN S.J. "Beng" PANGAN
President, Air21 Global Inc.

July 22

Arch. CARMELO T. "Meloy" CASAS
President and CEO, Casas+Architects, Inc.

July 23

Atty. EMILIO B. "Emil" AQUINO
Chairperson, Securities and Exchange Commission (SEC)

Mr. VIRGILIO BRIGIDO G. "Nonoy" ESPELETA
President, Famcor Franchise Management and Executive Development Corporation

Mr. MEDEL T. "Ding" NERA
Director, House of Investments, Inc. (a YGC Member)

July 25

Dr. SHIRLEY C. "Shirley" AGRUPIS
Vice Chair and President, Mariano Marcos State University

Mr. REYNALDO A. "Ronnie/Rey" DE DIOS
Risk Management Consultant, R. A. de Dios & Co.

Mr. RAMON D. "Raymond" RUFINO
President and CEO, NEO

Mr. LEOPOLDO JAIME N. "Leo" VALDES
President, Holy Angel University (HAU)

July 26

Mr. DONALD "Donald" MORRIS
Country Manager Philippines, Cathay Pacific Airways Limited

Dr. MARY ANN P. "Mary Ann" SAYOC
Lead Public Affairs, East-West Seed Group

Mr. ENRIQUE MIGUEL C. "Rikks" VALLÉS
President and COO, Mida Food Distributors, Inc.

Mr. JAY "Jay" YUVALLOS
President, YZ Global Resources, Inc.

Happy Birthday

to the following MAP members who are celebrating their birthdays within **July 2023**

July 27

Dr. FIORELLO R. "Toto" ESTUAR
Chair and President, FR Estuar and Associates
Mr. MANUEL D. "Manny" RECTO
Nominee, MDR Securities, Inc.
Mr. ROLAND U. "Roland" YOUNG
Chair, RUY Corporation

July 28

Mr. EDWIN LL. "Edwin" UMALI
President and COO, Mabuhay Vinyl Corporation
Mr. WINSTON P. "Winston" UY
President, Universal Leaf Philippines, Inc.
Mr. VICTOR B. "Vic" VALDEPEÑA

July 29

Mr. LAWRENCE L. "Larry" CHENG
Managing Director, Majestic Press Inc. / Majestic
Packaging Products Corp.
Mr. JOSE C. "Nono" IBAZETA
Consultant, A. Soriano Corporation
Mr. EMILIANO "Third" LIBREA III
Business Executive Officer, PalawanPay

July 30

Mr. SENEN C. "Senen" BACANI
President, ULTREX Management and Investments
Corporation
Mr. BENEDICT S. "Benedict" CARANDANG
VP for External Relations, First Circle
Mr. PHILIP A. "PG" GIOCA
Country Manager, Jobstreet.com Philippines Inc.
Mr. HIGINIO O. "Joey" MACADAEG JR.
Mr. SENEN L. "Bing" MATOTO
Mr. ANTHONY K. "Tony" QUIAMBAO
President and CEO, STRADCOM Corporation

July 31

Ms. MICHELLE "Michelle" CHAN
COO, Mega Fishing Corporation
Mr. LORENZO T. "Larry" OCAMPO
President and CEO, City Savings Bank, Inc.
Mr. ISMAEL R. "Mike" SANDIG
President and CEO, Coconut Builders Bank, Inc.



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

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



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