

MAPping the Future *column in* INQUIRER

The role of the National Branding Council

July 17, 2023



ROLANDO PAULINO "Roland" R. RUIZ

"MAP Insights" *column in* BUSINESSWORLD

**"Filipino resilience —
our pillar in a highly
disruptive future"**

July 18, 2023

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(from page 1)

Editor’s note: In the first part of this article that appeared on July 10, 2023, MAP explained why country branding is critical for Philippine positioning in the global market. It also discussed how imperative it is to create a National Branding Council in order to develop and implement a comprehensive country branding strategy. (Conclusion) In pursuit of its objectives, the National Branding Council (NBC) will be responsible in carrying out key initiatives that include:

* Research: Conducting research to understand the Philippines’ unique strengths, values and identity;

* 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;

* 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 stakeholders; and

* 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 President Marcos articulated its key importance when he addressed the people in his 2022 State of the Nation Address:

“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.

This MAP statement has been submitted to the Office of the President. Feedback at map@map.org.ph.

“Filipino resilience — our pillar in a highly disruptive future” *(from page 1)*



ROLANDO PAULINO “Roland” R. RUIZ

There has been a flurry of bad press about the Philippines: the dismal state of our education system, the drop in our global competitiveness ranking, and more recently the decline in Metro Manila’s ranking in a global live-ability index. In addition, international reports, such as those by the World Bank and Federal Reserve Board, clearly show that disruptions are going to be more frequent and severe in the future.

So when I was invited to speak to business leaders about elevating Filipino talent competitiveness at the Management Association of the Philippines (MAP) Strategic Human Resource Summit, I had to rethink how best we tackle this issue.

To elevate our competitiveness in an increasingly disruptive business environment, we need to build on what we are uniquely strong at.

In the Global Leadership Forecast (GLF) 2023 — a study by a human resource (HR) consultancy Development Dimensions International (DDI), there is tangible support for what makes us different from the rest of the world — our RESILIENCE.

When HR leaders around the world were asked about their leadership bench-strength, there was a continuing decline from 18% in 2011 to 12% in 2022 — a 33% decrease in leadership bench-strength. However, in the Philippines, the leadership bench-strength in 2022 was at 23% — much higher than the rest of the world — before, during and after the global pandemic.

One big reason for this resilience is that Filipino leaders clearly stand out in terms of finding meaning and purpose in their work. The same DDI 2023 report showed that nearly three out of four (74%) Filipino mid-level leaders find their jobs to be full of meaning and purpose, compared to less than half (47%) for the rest of the world.

And what provides meaning and purpose for Filipinos? In discussions with seasoned leaders and professionals around the country, including members of OD Practitioners Network (ODPN), thanks to Vivien Arnobit — there are three things which resonate most: family, relationships and faith.

FAMILY MATTERS

For the Filipino, the reason for going to work and persevering is about making a difference in shaping and caring for the well-being and future of their family and loved ones. For business leaders, knowing the individuals who matter most to the Filipino, why, when and how is the first step to making and building that connection.

RELATIONSHIPS MATTER

For the Filipino, joining and fully engaging with an organization happens because they know the time and effort invested in relationships are worth nurturing beyond their time in the organization. This holds true when working long hours online to beat the deadline, or when learning a new skill to be more effective at work.

Filipinos work and learn best as part of a group they trust and depend on. For business

leaders, knowing the individuals the Filipino depends on, trusts, and confides in and the bonds that hold the Filipino's group together will be the building block to accelerating learning, growth and performance.

FAITH MATTERS

For the Filipino, beyond the numerous celebrations, rituals and traditions, faith transcends work. The Filipino's faith is a continuing source of hope, inspiration and strength not only during the most difficult and challenging periods but also when going the extra mile in giving back to the community and building spirituality. For business leaders, understanding the Filipino's life beyond the day-to-day work success and failures will be key to their engagement and motivation.

Resilience is about showing up and this is half the battle in elevating our competitiveness. But as my respected colleague Jo-ann Tacorda, CAO of PJ Lhuillier, says, having resilient people does not automatically mean you have a fully resilient organization.

For an organization to be truly resilient, it requires: addressing flexibility in supply chains, managing cyberthreats and technology breakdowns, and maintaining business models that are innovative and entrepreneurial. In addition, building and maintaining people's resilience requires seriously looking at the way companies select, onboard, upskill, recognize and drive performance that is sustainable. Consider the following:

Gerry Plana, chief executive officer of Investors in People Philippines and one of the reactors during the HR Summit, suggested that we should add resilience as part of our recruitment criteria. I have spoken to a number of companies that have invested much time and effort in recruiting leaders with significant international knowledge experience, but unfortunately have no staying power.

When it comes to upskilling, the DDI 2023 report showed that a large majority (82%) of Filipino leaders prefer face-to-face learning, compared to only slightly more than half for the rest of the world. Filipinos tend to be much more social in our learning versus individual — not only gaining knowledge but also meaningful relationships which help buttress and solidify learnings in the workplace, well after the formal sessions are concluded.

Finally, when it comes to managing performance and to drive accountability, the focus is necessarily on individual performance. Knowing Filipinos' preference for learning and working in groups, providing supplementary emphasis on achieving the group's performance can get the overall performance message across more effectively.

The "natural" resilience of the Filipino is an under-leveraged strength in an increasingly disruptive local and global environment. However, this natural strength needs to be continually maintained and strengthened through: (1) business leaders who are able to fully and deeply connect with what matters most to the Filipino family, relationships and faith when driving transformation and growth; and (2) HR leaders and professionals who review how the Filipino workforce is selected, upskilled and made to perform well by leaning on long-standing preferences that value relationships, and learning and performing as a group.

This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP.

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BOARD TALK

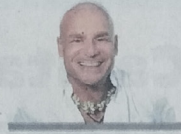
Business Features Editor
Doris Dumlaog-Abadilla

Mastering momentum: 7 secrets every CEO must know for ensuring results

Work closely personally with some of the wealthiest people on the planet and with business leaders across all industries. Many clients of my global strategy and management consulting firm ask me and my team how to ensure their people get things done faster and become masters at execution.

Ideas are a dime a dozen. But execution is king. Great ideas are nothing without proper execution.

It is no surprise, therefore, that efficient execution is the hallmark of the world's best-performing companies. And if you want your business to rise to the top and stay there, you must ensure that your people execute. Here are the no-nonsense, no-BS seven secrets for CEOs, presidents and business owners to ensure your people get things done.



PROFIT PUSH
TOM OLIVER



There is a reason why many of the wealthiest CEO entrepreneurs in the world, such as Elon Musk or Jeff Bezos, are very hands-on



ILLUSTRATION BY RUTH MACAPAGAL

sounds too complicated or too much work, or you think this may not be ideal for you, consider giving up the CEO or president role and become the chair instead. There is no shame in that. The only thing that counts is what is best for your business.

In my global practice as a management guru, I have experienced firsthand that many businesses blossomed after the owners had taken that step. As a result, they can now focus on strategy, vision and oversight while someone else puts in all the hours for the day to day.

Secret 6: Be ruthless when following up with people

This means: ruthlessly following up with people, digging deep into why things are not working or delayed, finding root causes, hiring and consulting external experts, and so on.

Being relentless takes work. The alternative is to brush over things so you can be done faster and play more golf. But remember: one small hole can sink an entire ship. If you miss one or two major strategic decisions, your business may join the infamous failures of corporate history.

Secret 7: Be clear on the carrot and the stick

People work best on a "reward" plus "punishment" system. This means you need to establish a carrot, a reward for reaching targets, and a punishment if people do not reach them. Combine them and you create a powerful forward-propelling motion for performance. Drop one of them and the performance of your teams may go below average. **Q**



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

"The role of the National Branding Council"

by the

Management Association of the Philippines

MAPPING the Future column in INQUIRER July 17, 2023

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Secret 2: Set very short deadlines

Some business owners check back with their top generals in six months only to find out stuff didn't get done. Hold everyone, including yourself, on a tight leash. That means having very, very short deadlines. If you have longer-term projects, break them down into mile-

stones and check in with others—and yourself—in regular, short intervals.

This uses another Law of performance: Parkinson's Law and the magic of the imminent deadline. The law is often stated as: "Work expands to fill the time available for its completion."

In simple terms, this means that the amount of work required adjusts (usually increasing) to the time allotted for its completion. If you give a task two weeks to complete, it will take two weeks. If you assign the same task with a deadline of two days, it will get completed in two days.

Recently, one of our Asian family business owner clients, who is also the CEO, told me about an urgent new digital product launch. His chief technology officer (CTO) had told him they still needed a month. I analyzed the project and told the owner that this could easily be done in half the time and that his CTO was lazy. Then he told his CTO to do it in half the time. And guess what? They did!

In the context of business performance, this can have significant implications. Parkinson's Law suggests that by setting shorter deadlines, work can often be completed more efficiently and quickly. This doesn't mean stress or overwork but instead challenges individuals or teams to focus, prioritize and work more effectively within the time they have.

Secret 3: "Monkey see, monkey do"—Lead by example

The third-generation owner of a well-known European family business conglomerate came to us to future-proof their business and help them professionalize. This included drastic turnarounds in some of their businesses; pivoting and cost-cutting to stop the bleeding where businesses were no longer profitable.

However, the president/owner spent more time horseback-riding (her passion) than working in the office. Of course, the entire team's performance was substandard because people looked to the top and then imitated behavior.

As a result, everybody was

slacking off. And the cost cuts never happened.

Secret 4: Time beats talent—you have to put in the hours

There is no substitute for doing the (hard) work. We call that the "shit sandwich." Everything comes at a price and in business, that is usually long hours and attention to detail.

Putting in whatever it takes to reach your goals at work means "volume." Volume makes luck obsolete. You cannot rely on luck, but you can rely on volume. If you find this challenging, create a big image in your mind of your ultimate goal and realize that sacrifices have to be made, and they are usually higher than we would like. American self-made multi-billionaire Ray Dalio calls that "first order" versus "third order consequences." You may know this rule exemplified in the simple "You cannot have your cake and eat it too."

Secret 5: Consider the role of chair

If you are at the top of your business but all of this still

The role of the National Branding Council

MAPPING THE FUTURE

MANAGEMENT ASSOCIATION OF THE PHILIPPINES

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Filipino resilience — our pillar in a highly disruptive future

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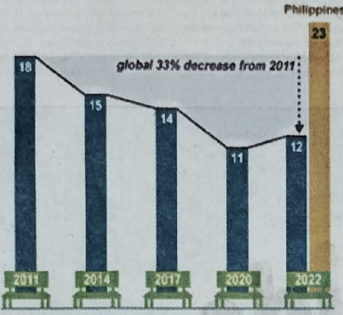
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MAP INSIGHTS
ROLANDO PAULINO R. RUIZ

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DIAGRAM 1

Resilience of Philippine bench-strength for leadership roles (2011-2022)



Percentage of HR Saying They Have a Strong Bench to Fill Leadership Roles. (Management Dimensions International, Inc. 2023. All rights reserved.)

And what provides meaning and purpose for Filipinos? In discussions with seasoned leaders and professionals around the country, including members of OD Practitioners Network (ODPN), thanks to Vivien Arno-bit — there are three things which resonate most: family, relationships and faith.

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The "natural" resilience of the Filipino is an under-leveraged strength in an increasingly disruptive local and global environment. However, this natural strength needs to be continually maintained and strengthened through: (1) business leaders who are able to fully and deeply connect with what matters most to the Filipino family, relationships and faith when driving transformation and growth; and (2) HR leaders and professionals who review how the Filipino workforce is selected, upskilled and made to perform well by leaning on longstanding preferences that value relationships, and learning and performing as a group.

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"Filipino resilience — our pillar in a highly disruptive future"

by

Mr. ROLANDO PAULINO "Roland" R. RUIZ

Member of MAP Strategic HR Management Committee
Founder and Principal of Workforce & Strategy

"MAP Insights" Column in BUSINESSWORLD July 18, 2023



Marcos Jr.: Trade and investments

MY CUP OF LIBERTY
BIENVENIDO S. OPLAS, JR.

decades time series of FDI outward stock from 1992-2022. The results are interesting.

One, the top eight largest exporters of capital and their respective FDI outward stocks in 2022 are: US \$8 trillion, Netherlands \$3.2 trillion, China \$2.9 trillion, UK \$2.2 trillion, Hong Kong and Canada \$2.0 trillion each, Japan and Germany \$1.9 trillion each.

Two, from 1992 to 2022, the expansion in FDI outward stock were: Netherlands 27%, Canada 23%, US and UK 10%, Germany 6%, In Asia, China 312%, S. Korea 147%, HK 93%, Singapore 15%, Taiwan 5%, Japan 8%. The Philippines has low FDI outward stock (S.M.C., Jollibee, Unilab, etc) but high expansion of 149%.

Three, the largest sources of FDI in the Philippines are Singapore, Japan and US. Canada is not even in the top 20 with \$19 million in net outflows from 2020-2022 (see Table 1). Perhaps this is one of the reasons why the economic team chose to go to Canada to meet investors there.

See some recent stories on trade and investments reported in BusinessWorld: "Europe roadshow yields P73B in 'investment leads'" (July 10), "FDI net inflows decline 14% in April" (July 11), "PEZA approves P80.6-B investments in first half" (July 11), "488-M investments from Marcos' trips to materialize this year" (July 13), "Marcos signals more liberal economic measures" (July 14).

On the decline in FDI net inflows, the cumulative numbers for January-April are \$3.561 billion in 2022 and \$2.918 billion in 2023, or a change of minus \$643 million. Big declines came

from Net debt instruments: minus \$504 million, and Net equity other than reinvestment of earnings: minus \$119 million.

There was a net increase of \$78-million FDI from Singapore, Japan and South Korea, but a net decrease of \$89 million from Malaysia and \$50 million from the US.

At the Philippine Economic Zone Authority (PEZA), investment values were P22.49 billion

in January-June 2022 and P80.59 billion in January-June 2023, or an increase of P58 billion, huge.

I do not know how to reconcile the net decrease in FDI in the first four months and net increase in PEZA investments in the first six months, perhaps big investments came in May-June this year.

Next, international trade. Total trade in the first six months of the administration (July-December

TABLE 1
FDI outward stock and FDI to the Philippines

Table with columns: Economy, FDI outward stock, \$ billion (1992, 2002, 2012, 2022), FDI to PH 2020-22, \$M. Rows include World Total, US, Canada, UK, etc.

TABLE 2
Philippines merchandise trade, \$ billion

Table with columns: Year, Months, Exports, Imports, Total. Rows include 2017, 2018, 2019, 2020, 2021, 2022, 2023.

SOURCE: PSA, https://psa.gov.ph/tags/exports-impords

2022) was \$109 billion, exceeding the 2021 level and the same period in previous years. But in January-May 2023, total trade was only \$80 billion, lower than the year-earlier level but higher than those of previous years.

We have a beautiful, firm statement by President Marcos Jr. for free trade in the report "Marcos signals more liberal economic measures." He said, "No country ever got wealthy by following a protectionist policy... wealth of a nation is defined by the amount of trade that it has gone through. We can look back many centuries and it has always been trade that has been the key to the wealth of any nation, of any system, of any economic system."

Spot on, bright statement, Mr. President. High imports, high trade deficit are not necessarily bad if those imports — oil, machines, tractors, electronics, etc. — help improve overall productivity in the country. The merchandise trade deficit can be funded by non-merchandise trade surpluses, from BPO rev-

enue, OFW remittances, or tourism revenues.

So in the first year of the Marcos Jr. administration, investment, especially in PEZA is up, exports especially in the second half of 2023 are up. He also reiterated his intention to stay the course of free trade. Good performance in year one in trade and investment by the administration.

Meanwhile, Secretary Diokna and Secretary Pangandaman are alumni of the Program in Development Economics (PDE) of the UP School of Economics and they will be the guest speakers in the PDE Alumni Homecoming on Aug. 19, Saturday at 4 p.m. at the School Auditorium. PDE graduates from various batches, from the late 60s to 2023, are encouraged to attend. No registration fee.

BIENVENIDO S. OPLAS, JR. is the president of Bienvenido S. Oplas & Research Consultancy Services, and Minimal Government Thinkers. minimalgovernment@gmail.com



MAP GENERAL MEMBERSHIP MEETING **BUSINESS OPPORTUNITIES IN ASEAN**

JULY 12, 2023 | WEDNESDAY | SHANGRI-LA THE FORT



Atty. BENEDICTA 'Dick' DU-BALADAD
MAP President



Amb. DATO' ABDUL MALIK MELVIN CASTELINO
Ambassador of Malaysia



Amb. CONSTANCE SEE SIN YUAN
Ambassador of Singapore



Amb. TULL TRAISSORAT
Ambassador of Thailand



Mr. PHUNG VAN THANH
Head of Trade Office of Vietnam



Minister MUDZAKIR
Head of Economic Affairs of Indonesia

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Amb. DATO' ABDUL MALIK MELVIN CASTELINO of Malaysia, Amb. CONSTANCE SEE SIN YUAN of Singapore, Amb. TULL TRAISSORAT of Thailand, Trade Office Head PHUNG VAN THANH of Vietnam, and Economic Affairs Head and Minister MUDZAKIR of Indonesia joined a Panel Discussion to share the Top 5 business opportunities in their respective countries during the General Membership Meeting of the Management Association of the Philippines (MAP) on July 12, 2023 at the Shangri-La The Fort.



In photo are (l-r) MAP Trade and Investments Committee (TIC) Chair CHARLIE P. VILLASEÑOR, Minister MUDZAKIR, Amb. TRAISSORAT, Amb. CASTELINO, MAP President BENEDICTA 'Dick' DU-BALADAD, Amb. SEE SIN YUAN, MAP Governor KAREN V. BATUNGBACAL, Mr. THANH, MAP Governor CIELITO 'Ciel' F. HABITO, and MAP TIC Governor-in-Charge DONALD LIM.

SAVE THE DATE REGISTER EARLY

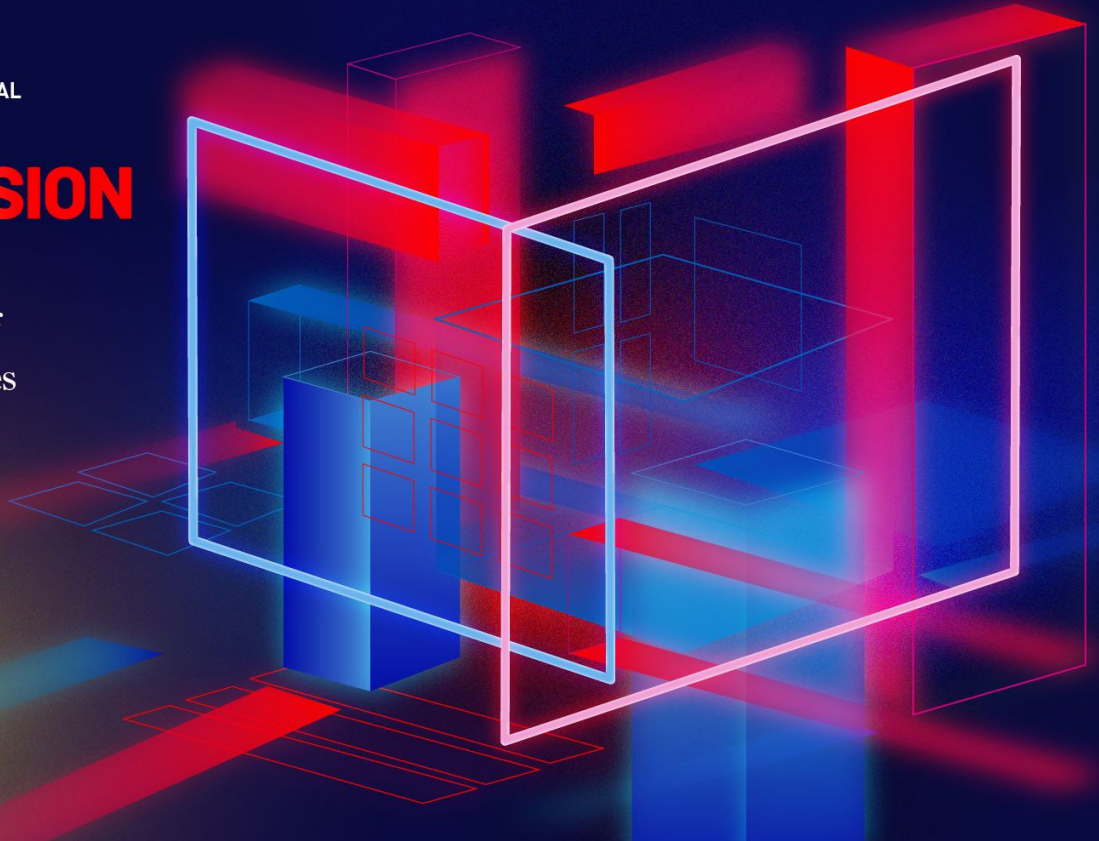


21st INTERNATIONAL
CEO CONFERENCE

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

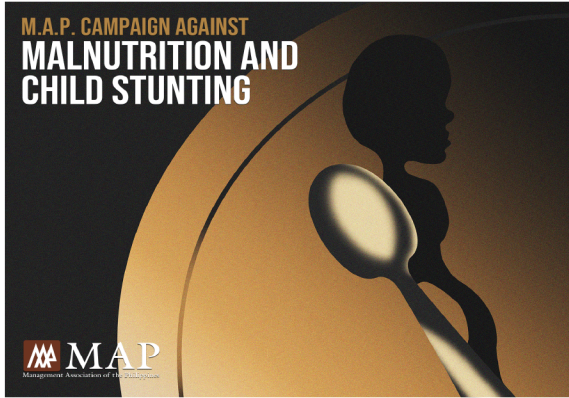
REGISTRATION FEES			
Payment by	MAP Member	Non-MAP Member	Foreign Delegates
July	P12,000	P14,000	\$300
August	P14,000	P16,000	\$350
September	P16,000	P18,000	\$400

Get 1 FREE seat for every 5 seats paid.

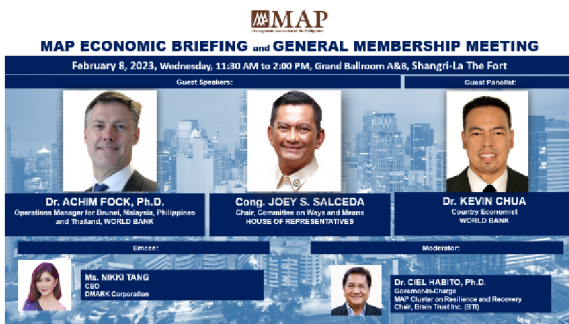
Special Rate for Full-Time Academic and Government Officials		
Payment by	MAP Member	Non-MAP Member
June to September	P4,000	P6,000

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)



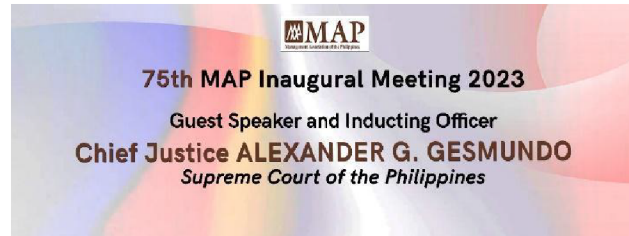
November 22, 2022
MAP Annual General Membership Meeting and "MAP Management Man of the Year 2022" Awarding Ceremony



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 Economic Thought Leader
Ratford UP Professor of Economics and Management

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

Mr. CLIFF EALA
President
Synestyte Limited

Co-Moderators:

Mr. VIC MAGDARAOG
Co-Chair for MAP CEO Academy
MAP HMDC
Senior Business Adviser
Advisory & Insights (A&I)

Dr. BEN TEEHANKKEE
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, UbaidReidenbachSolutions, 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 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, MDH Marine

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

Q&A MODERATOR:

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

**May 19, 2022
MAP GMM**

MAP 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. 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. 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, GEM
Secretary General of Association of Green Banks
Agencies in Asia (AGBA)

Ms. RAQUEL B. CAGURANGAN
Chair, MAP Agribusiness Committee
VP, Ag & Livestock, Avianca HealthCare, 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 Process 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**

Please do the following:



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



Check your **VIBER**



Check your **EMAILS**
regularly