



Mr. JUNIE S. DEL MUNDO

“MAPping the Future” *column in INQUIRER*

“Crafting a genuine country brand: Unveiling the true Filipino identity”

August 7, 2023



Ms. CHIT U. JUAN

“MAP Insights” *column in BUSINESSWORLD*

“Malnutrition and management”

August 8, 2023

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“Crafting a genuine country brand: Unveiling the true Filipino identity”

(from page 1)



Mr. JUNIE S. DEL MUNDO

Understanding our national identity isn't always a straightforward journey. It's like navigating a map with countless winding paths, each leading to different facets of what it means to be Filipino. A survey conducted this past June by the EON Group and Tangere set out to explore these paths, shedding light on our shared identity.

One key trait that surfaced was our knack for forming and maintaining relationships. According to respondents (1,381), Filipinos are experts in building connections, extending respect (1,373), and radiating warmth and friendliness (1,325). These qualities mirror our archipelagic nature, where the interconnection between islands is as significant as the land itself. These interpersonal strengths should be in front and center in our country's brand, showcasing a nation as inviting as its people.

The survey also highlighted our resilience (1,294), a trait deeply ingrained in our history of overcoming natural disasters and political conflicts. This tenacity shapes our national character and distinguishes us on the global stage. It's not just about bouncing back; it's about growing stronger with each challenge, a quality that can lend strength to our nation's brand.

History, as respondents agreed, plays a significant role in defining us as a people. A good number stated they have a fair understanding of our past (672), while a larger majority emphasized the crucial role of history in shaping our identity (1,120). An appreciation and understanding of our past, then, is vital to effectively capturing the depth and breadth of our country's brand.

In terms of language, most respondents (1,095) agreed that Tagalog serves as a unifying force. Our shared language is an essential pillar of our national identity and needs to be given due recognition in our country's brand.

National symbols, such as the Philippine flag, national anthem and traditional attire, were also seen as powerful expressions of our Filipino identity. Each symbol, resonating with our historical struggles and our shared sense of pride, should be central to our national brand.

Retaining authenticity

Interestingly, respondents voiced concerns that the internet could dilute our national identity. This speaks to the

3 challenge of maintaining our unique Filipino consciousness in an increasingly globalized digital landscape. It's a call to ensure that our national brand retains its authenticity even as it evolves with the times.

The fluid nature of our identity was also recognized. Our identity adapts to societal progress, technological advancements and economic changes. This highlights the importance of remaining flexible, ready to adapt our national brand to these shifting landscapes while staying true to our core.

When it comes to reinforcing our identity, the suggestions were clear: invest in education about our history and culture, promote the Filipino language, preserve our traditions and support local industries. These insights provide us with a blueprint for a dynamic national brand—one that is a true reflection of us as Filipinos.

However, a significant gap remains. While we have a tourism slogan, it doesn't fully encapsulate our country's identity. Recognizing this gap, the Management Association of the Philippines (MAP) has recommended the creation of a National Branding Council. This Council—representing various sectors like the academe, business, Church, media and government—can work together to build a brand that truly captures the essence of the Philippines and resonates globally.

Throughout my own journey in diplomacy and entrepreneurship, I have had the privilege of advocating for my country. I've seen first-hand the

transformative impact a well-crafted nation brand can have. Countries like Japan and South Korea have successfully utilized their national brands to capture global attention. The Philippines stands at the brink of a similar journey.

The proposed National Branding Council isn't about fixing something that's broken. It's about enhancing and accurately reflecting our unique Filipino identity. The Council can serve as a platform for diverse voices to shape our image, ensuring our brand is comprehensive, inclusive and truly reflective of our nation.

Beyond logos or catchy slogans, our nation's brand represents our diverse cultures, deep-rooted history and future aspirations. With a focused body like the National Branding Council, we can maintain a consistent, harmonious image to present to the world, one that captures the full richness of the Filipino spirit.

The time for a National Branding Council is now. It's not just a strategic move; it's a necessity. Such a Council can shine a bright light on our nation, showcasing a vibrant, resilient Philippines.

Let's rally behind this vision and let the world see us as we truly are—a nation of extraordinary beauty, rich history and an unwavering spirit. Together, we rise.

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

4 “Malnutrition and management” *(from page 1)*



Ms. CHIT U. JUAN

Pundits may ask why the Management Association of the Philippines (MAP) is into solving malnutrition and hunger. I personally believe that management not only involves present-day management but also looks after sustainability in terms of the present-day workforce, a future workforce, and how to ensure their company’s sustainability with human resources (HR).

Should it be just a problem of HR or should not managers be involved in ensuring we have enough brain power in the future? This is why I commend the active committees in MAP who are working on why malnutrition should be the problem for every manager to solve.

When we became members of MAP, we knew we would learn from our peers, and we could share with our peers the new concepts and ideas that develop and evolve as we go about our ways in managing this already chaotic business environment. Though there are immutable management principles we learned in University — Planning, Directing, Organizing, Controlling — these

have been complicated with the onset of Digital, ChatGPT and Artificial Intelligence (AI). Further, there is also a change in the culture of the workforce.

There are new challenges to employee retention and even recruitment. There are challenges to how you hire a Marketing team, where more freelancers offer services and agencies are hard-pressed to keep their most brilliant minds in tow.

In Finance, the developments happen every day to make payroll remote, make simple payments bank-to-bank, and the management of financial products have become more digital. Even stock placements are now done online and it almost removes the messenger and the runners of yesteryears.

When I look back at what we learned in school, and the management principles we were made to digest and almost memorize, I can just smile and think: yes, they helped me learn a thinking process that managers ought to practice. But where is all that now? At a recent briefing we had on ChatGPT with the NextGen Organization of Women Corporate Directors (NOWCD), a new company called Thinking Machines (I love the name) explained to us the simplicity and complexity of AI and ChatGPT. These young entrepreneurs, mostly 26 and maybe younger, were teaching us 55-year-olds and up in age about how to “prime” ChatGPT or a similar program that they made using AI. Same principle as the 1970s computer revolution: garbage in, garbage out. It helped us understand that AI is good if you feed it the correct data you have. Wrong or skewed data will generate bad results.

And this is what managers and corporate directors ought to think about today. How can I use my academic

5 background to be the foundation and add the new ingredients — ChatGPT and AI, digital banking, fintech — and become the manager or board director armed with “future ready” information and ideas?

While NOWCD attempts to share these new ideas with its members, MAP on the other hand must keep thinking of the core of business — its employees. And this, I believe, is the key for every manager to know. As MAP also has started recruitment of its NextGen members and has managed to lower its average membership age to 60 (it used to be 67), we also must think about who our teams will be 20 years from now.

Companies who wish or plan to survive the next 20 years and longer have to start thinking of the future workforce now. And this is a good move on the part of MAP to harness the power of NGOs and experts in finding solutions to stunting and wasting amidst the food crisis where we need to import almost every staple because the Filipino farmer failed to plan his succession. Children of farmers do not want to be farmers. So, as they say, for the farmer, it’s the end of the line. Who will grow our food? Thank God there are new farmers in our midst who have taken a love for the soil and are now planting vegetables, albeit in small farms for specialty markets, like organic and natural food markets. The mainstream vegetable market still must contend with lower farm gate prices and is still in a precarious situation. As a manager, is your solution also to scale production?

Food security and malnutrition are joined at the hip. You cannot think of one without thinking of the other. So why is MAP thinking of solving malnutrition? Because food security is connected to it and since we are not agriculturists, but managers, we can manage what we know

or think we can know. Food security is more complex in that it requires a decision of doing scale versus backyard production. I personally am for Slow Food — good, clean, and fairly produced food like what our forefathers used to do. You may check out www.slowfood.com to get more ideas on how small farmers are doing small but safe food production. Or you can promote scale and be victim to chemicals and pesticides, GMO seeds and hybrids — and feed the world bad food. And serve the multinationals who produce the world’s food — there must be only six of them producing all of the world’s food, by the way.

So, you see, it is not as simple as managing a malnutrition program. It involves political will and management skills. Do you go slow food, or fast and unhealthy food? Do you want healthy workers in the future or workers who will be prone to sickness and have a lot of sick days? There is much to think about if we want to see a healthy workforce 20 years from now.

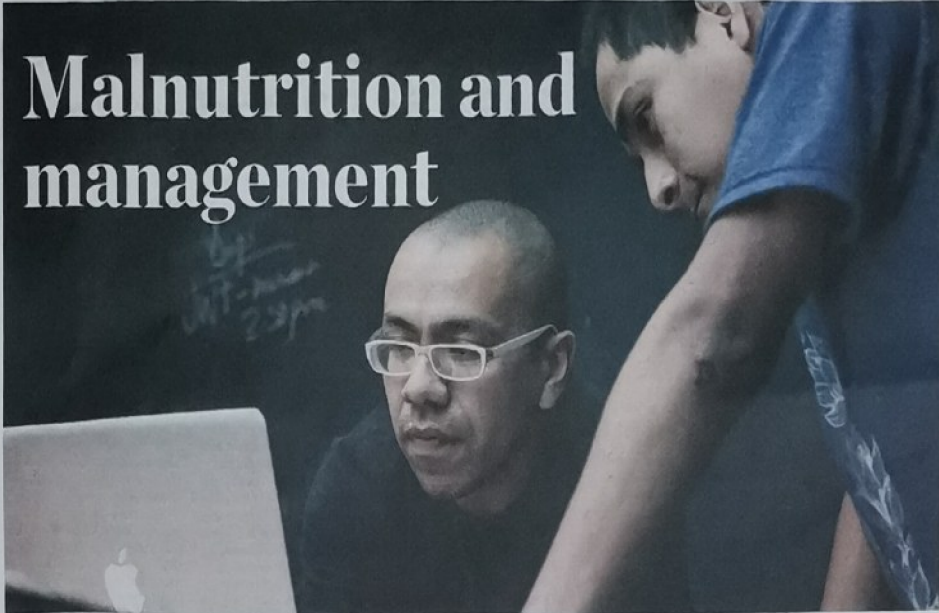
Or even if there is a workforce to speak of.

Yes, people will look for work but are they the people who we fed with healthy or bad food today? So, tell me, why should managers get involved with malnutrition and stunting? The answer is simple. Sustainability of a company hinges on a continuous throughput of a healthy workforce — today and a generation after.

Chit U. Juan is co-vice chair of the MAP Environment Committee. She is president of NOWCD, president of the Philippine Coffee Board, Inc., and founder of the ECHOstore Sustainable Lifestyle. She is a member of the global Slow Food community promoting good, clean, and fair food.

map@map.org.ph

MAP INSIGHTS
CHIT U. JUAN



Malnutrition and management

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CHIT U. JUAN is co-vice chair of the MAP Environment Committee. She is president of NOWCD, president of the Philippine Coffee Board, inc., and founder of the ECHOStore Sustainable Lifestyle. She is a member of the global Slow Food community promoting good, clean, and fair food. map@map.org.ph pjuan29@gmail.com



"Malnutrition and management"

by

Ms. CHIT JUAN

Co-Vice Chair of MAP Environment Committee Member of the MAP Diversity, Equity and Inclusion Committee

President of NextGen Organization of Women Corporate Directors, Inc. (NOWCD)

Chair of the Philippine Coffee Board

Councilor of Slow Food for Southeast Asia Advocate for organic agriculture

**"MAP Insights" Column in BUSINESSWORLD
August 8, 2023**

MANAGEMENT EDUCATORS WORKSHOP (MEW) 2023 IN ILOILO CITY (DAY 1)

CO-PRESENTED BY

IN COOPERATION WITH



JULY 27, 2023 | THURSDAY | WEST VISAYAS STATE UNIVERSITY (WVSU), LUNA ST, LA PAZ, ILOILO CITY



Atty. Benedicta "Dick" Du-Baladad
President, MAP



Dr. Federico "Poch" M. Macaranas
Chair, MAP Education Committee
Adjunct Faculty, AIM



Ms. Olivia "Olive" Limpe Aw
President and CEO, Destileria Limtuaco and Company, Inc.



Dr. Donald L. Lim
COO, DITO CME Holdings Inc.



Dr. Ma. Teresita "Tata" Pastor Medado
President, NU - Asia Pacific College



Ms. Alma R. Jimenez
President and CEO, Health Solutions Corporation



Dr. Christopher "Chris" P. Monterola



Prof. Michelle "Mitch" P. Banawan



Dr. Samuel Bernal



MANAGEMENT EDUCATORS WORKSHOP (MEW) 2023 IN ILOILO CITY (DAY 2)

CO-PRESENTED BY



IN COOPERATION WITH



JULY 28, 2023 | FRIDAY | WEST VISAYAS STATE UNIVERSITY (WVSU), LUNA ST, LA PAZ, ILOILO CITY



SCALE FIRESIDE CHAT WITH DTI (SESSION 2)

AUGUST 1, 2023 | TUESDAY
QBO INNOVATION HUB
DTI INTERNATIONAL BLDG.
375 SEN. GIL J. PUYAT AVE
MAKATI CITY



Aldie Garcia
Assurance Managing Partner, PwC Philippines
Chair, MAP Tech Start-up Committee



Katrina Chan
Executive Director, QBO Innovation Hub



Jo-Dann Darong
Director III, DTI Competitiveness Bureau



Saturnino 'Ning' Mejia
Asst. General Manager, National Development Company



Michael Angelo Roaring
Commercial Counsellor, Philippine Trade and Investment
Center in Tel-Aviv, Israel



Samuel 'Sam' Ang
Consultant, Asian Development Bank



Vladimir Manuel
Vice Chair, Tech Startup Committee,
Management Association of the Philippines



MAP TOUR OF THE NATIONAL MUSEUM

A PROJECT OF THE MAP ARTS & CULTURE COMMITTEE

AUGUST 5, 2023 | SATURDAY | P. BURGOS DRIVE, RIZAL PARK, MANILA



MAP GENERAL MEMBERSHIP MEETING

National Priority Programs on Poverty Reduction and Social Protection

AUGUST 10, 2023 | THURSDAY
(not August 9 anymore)

11:30AM TO 2:00PM
GRAND BALLROOM A&B, LEVEL 3
SHANGRI-LA THE FORT



Secretary REX GATCHALIAN
Department of Social Welfare and Development (DSWD)

Registration Fees

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



SAVE THE DATE REGISTER EARLY

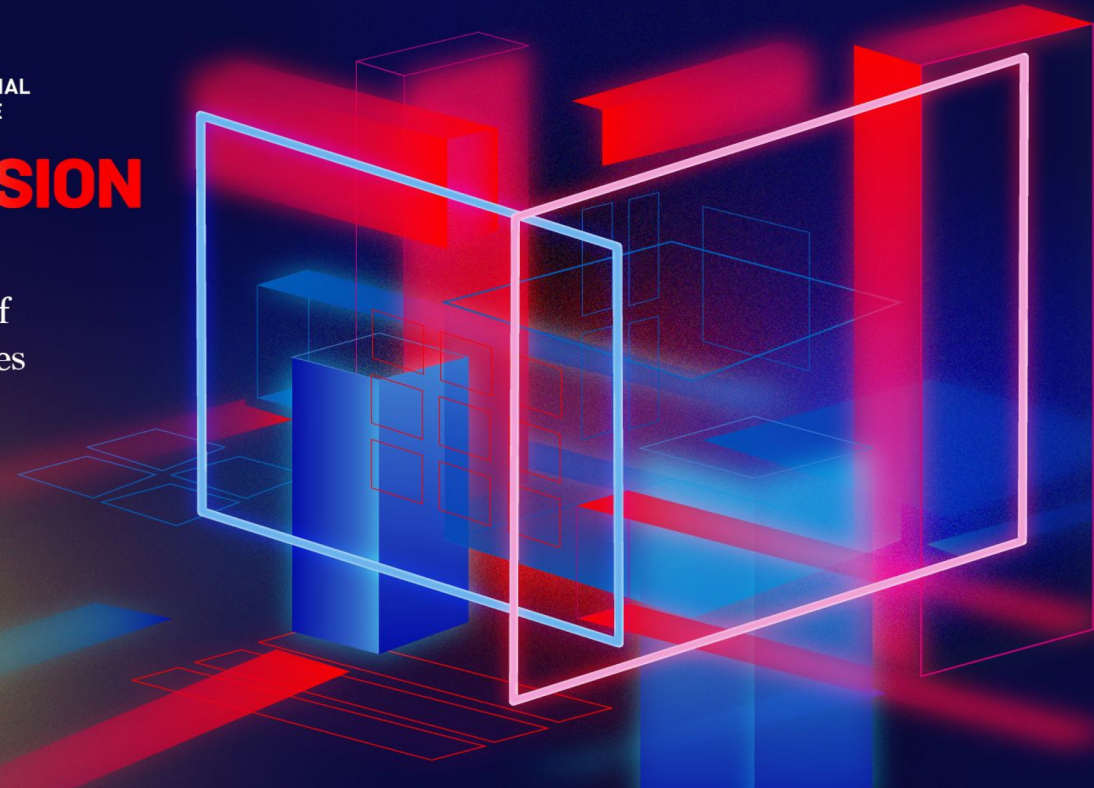


21st INTERNATIONAL
CEO CONFERENCE

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

<i>Payment by:</i>	MAP Member	Non-MAP Member	Foreign Delegates
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

<i>Payment by:</i>	MAP Member	Non-MAP Member
June to September	P4,000	P6,000

Please register thru the following link:

<https://forms.gle/xonTxE2ArxfGTWdCA>

GENERAL MEMBERSHIP MEETING
2nd of MAP's Investment Forum Series **Business Opportunities in ASEAN** A Panel Discussion

July 12, 2023 | 11:30 AM | Shangri-La The Fort A Project of MAP Trade and Investments Committee (TIC)

Panelists

 AMBASSADOR DATO' ABDUL MALIK MELVIN CASTELINO Malaysia	 AMBASSADOR CONSTANCE SEE SIN YUAN Singapore	 AMBASSADOR TULL TRANSDRAT Thailand	 MINISTER MUDZAKIR Head of Economic Affairs Indonesia	 MR. PHUNGYAN THANH Head of Trade Office Vietnam
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MAP Partners for 2023

Diamond Sponsor: **BDB Law** (BY MALAYSIAN ASSOCIATES)

Gold Sponsor: **MOAH** (MALAYSIAN ORGANIZATION OF AMBASSADORS AND HEADS OF TRADE OFFICES)

Silver Sponsors: **PHILTRAVEL**, **PVIC**, **INVESTMENTS**, **ESD**, **SOV**

July 12, 2023
MAP GMM on Business Opportunities in ASEAN

SCALE PROGRAM (TECH START-UP)

MAP Activities (loop)

About MAP

MAP General Membership Meeting
National Priorities on Environment, Natural Resources and Climate Change
A Project of MAP Environment Committee

June 14, 2023 | 11:30 AM | Bonifacio Hall, Shangri-La The Fort

MAP Partners for 2023

Diamond Sponsor: **BDB Law** (BY MALAYSIAN ASSOCIATES)

Gold Sponsor: **MOAH** (MALAYSIAN ORGANIZATION OF AMBASSADORS AND HEADS OF TRADE OFFICES)

Silver Sponsors: **PHILTRAVEL**, **PVIC**, **INVESTMENTS**, **ESD**, **SOV**

MAP GMM on "National Priorities on Environment, Natural Resources and Climate Change"

M.A.P. CAMPAIGN AGAINST MALNUTRITION AND CHILD STUNTING

MAP (Management Association of the Philippines)

MAP Campaign against Malnutrition and Child Stunting

General Membership Meeting in collaboration of **International Women's Day**

ROLE OF WOMEN IN BRIDGING AND BUILDING A PROGRESSIVE FUTURE

March 8, 2023, Wednesday, Grand Ballroom A&B, Shangri-La The Fort A Project of MAP Diversity, Equity and Inclusion (DEI) Committee

Phonilo Chair Moderator

 Amb. LAURE BEAUFILS UK	 Amb. MARYKAY L. CARLSON US	 Amb. ANKE REIFFENSTUEL Germany
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Moderator

 Ms. RAULDILP "Randy" T. ESTRILADO Co. Vice Chair, MAP DEI Committee (OO: Maynilad Water Services, Inc.)
--

Emcee

 Ms. KAREN V. BUTUNBEAGAL Sounding in Charge, MAP DEI Committee Senior Advisor: BWP (IT & Business Process Association of the Philippines)
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March 8, 2023
MAP General Membership Meeting (GMM) on International Women's Day

MAP ECONOMIC BRIEFING and GENERAL MEMBERSHIP MEETING

February 8, 2023, Wednesday, 11:30 AM to 2:00 PM, Grand Ballroom A&B, Shangri-La The Fort

Guest Speakers

 Dr. ACHIM FOCK, Ph.D. Operations Manager for Unirel, Malaysia, Philippines and Indonesia, WORLD BANK	 Cong. JOEY S. SALCEDA Chair, Committee on Ways and Means HOUSE OF REPRESENTATIVES	 Dr. KEVIN CHUA Country Economist WORLD BANK
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Moderator

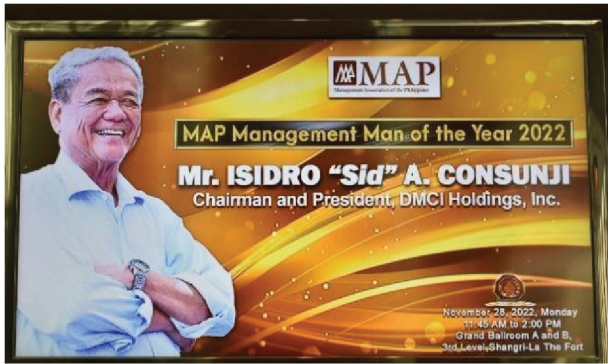
 Ms. MIKKI TANG CEO DBANK Corporation	 Dr. CIEL HABITO, Ph.D. Sounding in Charge MAP Cluster on Resilience and Recovery Chair, Brain Trust Inc. (BTI)
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February 8, 2023
MAP Economic Briefing and General Membership Meeting (GMM)

75th MAP Inaugural Meeting 2023

Guest Speaker and Inducting Officer
Chief Justice ALEXANDER G. GESMUNDO
Supreme Court of the Philippines

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



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



November 11, 2022
3rd MAP NextGen Conference 2022



October 13, 2022
MAP GMM



September 13, 2022
MAP International CEO Hybrid Conference



September 8, 2022
MAP - PMAP Joint GMM



August 19, 2022
MAP GMM



July 14, 2022
MAP GMM



July 1, 2022
MAP Webinar

MAP Management Association of the Philippines
PUSH FOR CHANGE
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting **"ICT LEADERSHIP IN OUR NEW WORLD"**
JUNE 23, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM A Project of MAP ICI Committee

Speakers:

Dr. DAVID R. HARDOON
Managing Director
Abolite Data Innovation

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

Mr. PAUL WHITEN
Cloud Advocate
Red Hat Asia Pacific

Co-Moderators:

Mr. PATRICK D. REIDENBACH
Chair, MAP ICI Committee
President, UbaidreidenbachSolutions, Inc. (UB Solutions)

Mr. EDUARDO "Teddy" G. SUMULONG
Co-Vice Chair, MAP ICI Committee
Managing Director and CEO, Land Registration Systems, Inc. (LARS)

June 23, 2022
MAP GMM

MAP Management Association of the Philippines
PUSH FOR CHANGE
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting
MAY 19, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM A Project of MAP ESG Committee

INTEGRATING ESG IN THE WAY WE DO BUSINESS

SPEAKERS:

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

Mr. VINCENT KNEEFEL
Greater Economy Director
Pacific Credit Exchange

Ms. MA. ANTONIA YULO LOYZAGA
President
National Resilience Council

EMCEE:

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

Q&A MODERATOR:

Atty. ALEXANDER B. CABRERA
Governor-in-Charge, MAP ESG Committee
Chair Emerita and ESG Leader
Ike Usana & Co., PaC Philippines

May 19, 2022
MAP GMM

MAP Management Association of the Philippines
PUSH FOR CHANGE
TOWARDS A BETTER FUTURE FOR ALL

May 2, 2022, Monday, via ZOOM A Project of MAP Human and Management Development Committee (HMDC)

SENTIMENT ANALYSIS
AI and Big Data for Reading Collective Minds

Speakers:

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

Mr. ROGER DO
CEO
AutoPolis (Singapore)

Moderator:

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

May 2, 2022
MAP Webinar

GREEN ED SA MOVEMENT **MAP** Management Association of the Philippines

MAY 29, 2022, MONDAY, via ZOOM

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

Speakers:

Sec. JIM O. SAMPULNA
Secretary
Department of Environment and Natural Resources (DENR)

Ms. ANA MARGARITA MONTIVEROS
Vice President and Chief Reputation & Sustainability Officer
Abolite Equity Ventures, Inc.

Atty. ANGELA CONSUELO S. IBAY
Head of Climate Change and Energy Program
World Wildlife Fund for Nature (WWF)

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

Moderators:

Mr. SANTIAGO F. DUMLAQ, JR.
Chairman, GEM
Secretary General, Association of Credit Rating Agencies in Asia (ACRAA)

Ms. RACQUEL B. CASURAN GAN
Co-Chair for MAP ESG Committee
VP for Market Link, Ashraf Muelali Corp., Inc.

April 29, 2022
MAP Webinar

MAP Management Association of the Philippines
PUSH FOR CHANGE
TOWARDS A BETTER FUTURE FOR ALL

April 29, 2022, Friday, 9:00 PM to 10:00 PM via ZOOM A Joint Project of MAP Agribusiness Committee and MAP Trade, Investments & Export Committee

MAP CEO Academy Webinar

PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT

Speakers:

Dir. RAQUEL B. ECHAGUE
Director for Resource-based Industries Service
Board of Investments (BOI)

Mr. DANILO V. FAUSTO
President
DVT Dairy Farm, Inc.

Moderators:

Mr. OSCAR A. TORRALBA
Chair, MAP Agribusiness Committee
Chair and CEO, Terni Hoopag Corporation

Mr. CHARLES P. VILLABONOR
Chair, MAP Trade, Investments & Export Committee
Chair and CEO, PASA, TransProcure and PASA Shared Services

April 29, 2022
MAP Webinar

Happy Birthday!

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

August 1

Mr. RODERICK "Rick" M. DANA

Chair and Senior Partner, Isla Lipana & Co./
PwC Philippines

Mr. DANIEL "Dan" RIVAS FRANCISCO

Director, 1Infinity Traders Securities Corporation

Dr. CONCHITA "Chit" L. MANABAT

President, Development Center for Finance

Atty. JOSE MIGUEL "Miko" C. PALARCA

Managing Partner, Palarca and Baluyut Law Offices

August 6

Atty. LILIA B. DE LIMA

August 7

Mr. EDWIN H. HERNANDEZ

President, Jardine Distribution, Inc.

Mr. VICENTE "Bimbo" T. MILLS JR.

Chair, Hino Motors Philippines Corporation

August 2

Mr. ROBIN R. BERNABE

President, Multimedia Exponents, Inc.

Mr. GERARD "Gerry" M. LANE

President, Lane Archive Technologies

Mr. MICHAEL SHERWIN "Mike" M. MACATANGAY

Founder, President and CEO, One A-TEAMS
Consultants Pte. Ltd.

Mr. NOEL M. TEMPONGKO JR.

VP and General Manager, Century Pacific Agricultural
Ventures, Inc.

August 8

Atty. ANTONIO "Bing" A. PICAZO

Senior Partner, Picazo Buyco Tan Fider & Santos
Law Offices

August 9

Mr. FLORIDO "Doy" P. CASUELA

OIC, Philippine National Bank (PNB)

Mr. PETER G. COYIUTO

President and CEO, First Guarantee Life Assurance
Company, Inc.

Engr. RODOLFO "Rod" N. FERRER

Chair, RN Ferrer and Associates, Inc.

August 4

Mr. ROBIN R. BERNABE

President, Multimedia Exponents, Inc.

Dr. ANDREW "Andy" I. LIUSON

Co-Founder and Vice Chair, Cityland Group of Companies

Dr. RAMON "Mon" B. SEGISMUNDO

Founder and CEO, 1-HR.X Pte. Ltd. (Singapore)

August 10

Ms. CLARISSA ROWENA "Butch" C. BONSON

President and Managing Director, Expat
Communications, Inc.

Ms. IREEN GO CATANE

Country President, Schneider Electric Philippines, Inc.

Mr. ARTURO "Art" N. DALUPAN

Consultant, Professional Payroll Specialists Inc. (PPSI)

Mr. LORENZO V. TAN

President and CEO, House of Investments, Inc.
(a YGC Member)

Ms. SHARON T. TAN

President, Universal Rich Property and Management
Corporation

Mr. ARTEMIO "Jason" B. VITANGCOL

President and CEO, St. Peter Chapels

August 5

Ms. RUBY BAIRAN

President, EstateMart Dev't. Inc.

Mr. VICTOR S. CHIONGBIAN

Chair, Fast Logistics

Dr. RAYMOND NELSON "Ray" DAVIS

Chair, Mabuhay Capital Corporation

Ms. CRISTINA "Tina" A. LEE

GM and Managing Partner, Cornerstone Performance
International Inc.

Mr. FEDERICO "Piki" R. LOPEZ

Chair and CEO, First Philippine Holdings Corporation

Mr. JOHNSON "Jong" ONGKING

VP, Pacific Paint (Boysen) Philippines, Inc.



Happy Birthday!

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

August 11

Mr. RUEL T. MARANAN

President, Ayala Foundation, Inc.

Dr. JUSTO "Tito" A. ORTIZ

Vice Chair, UnionBank of the Philippines

Mr. CESAR G. ROMERO

Country Chairman, Shell Companies in the Philippines

Mr. DELFIN ANGELO "Buds" C. WENCESLAO

CEO, D. M. WENCESLAO & ASSOCIATES, INC.

Dr. ANTONIO "Tony" S. YAP

President, Benita & Catalino Yap Foundation

Mr. GERARDO "Ral" A. ROSARIO

President and General Manager, RMG Hospital Supply, Inc.

Ms. MARION "Marcy" C. KOCHET CHUA

Managing Director and Head of ATRAM Wealth, ATRAM

August 15

Ms. MARY JADE "Jade" T. ROXAS-DIVINAGRACIA

Managing Partner for Deals and Corporate Finance, Isla Lipana & Co./ PwC Philippines

Dr. DIANA M. EDRALIN

General Manager, Roche Philippines Inc.

Mr. WILLIAM "Bill" B. GO

Vice Chair, CTBC Bank

Mr. JALLAIN MARCEL "Jallain" S. MANRIQUE

Partner, KPMG R. G. Manabat & Co.

August 12

Mr. MICHAEL "Mhycke" C. GALLEGO

Partner and Advisory Practices Leader and Head, Knowledge Management, Punongbayan & Araullo/Grant Thornton Philippines

Mr. FRANCIS AUGUSTUS "Francis" L. WEE

CEO, W Group, Inc.

August 13

Ms. PIA SANDRA "Pia" N. ACEVEDO

Founder, President and CEO, The OneCORE and Creative Human Resource Group

Mr. MICHAEL ARCATOMY "Mike" H. GUARIN

Partner, Advisory, KPMG R. G. Manabat & Co.

Mr. JUAN "Johnny" B. SANTOS

Ms. MICHELLE M. UNGCO

SVP, Unicapital Inc.

Atty. JOSE LUIS "Bobet" L. VERA

President, Quest Broadcasting, Inc.

Mr. MARLO R. CRUZ

President and CEO, CIBI Information, Inc.

August 16

Mr. MARCELO "Celo" S. CO

Managing Director, Marikina Food Corporation

Mr. CHRISTOPHER "Chris" M. GOTANCO

Senior Advisor (former President and COO), Anglo Philippine Holdings Corporation

Mr. ALBERTO "Bertie" ALDABA LIM

Chair, Culion Foundation, Inc.

Atty. PEDRO "Pete" H. MANIEGO JR.

Chair, Energy Lawyers Association of the Philippines

Mr. AURELIO "Gigi" R. MONTINOLA III

Chair, Far Eastern University (FEU)

August 14

Ms. ANGIE G. FLAMINIANO

President and COO, NutriAsia, Inc.

Mr. SAMUEL ALASTAIR "Sam" RAMOS JONES

COO, Philippine Strategic Associates

Mr. ALVIN D. LAO

President and CEO, D & L Industries, Inc.

Mr. MICHAEL "Mike" G. REGINO

Former President and CEO, Social Security System (SSS)

Mr. BENJAMIN PHILIP "Philip" G. ROMUALDEZ

Trustee/VP, Doña Remedios Trinidad Romualdez Medical Foundation, Inc.

August 18

Mr. FRANCISCO JAVIER "Franz" P. BONOAN

First Vice President, BDO Capital and Investment Corporation

Mr. ROBERTO JOSE "Boj" R. LOCSIN

Chief Administrative Officer, Manila Water Company, Inc.

Ms. CRISTINA "Tina" CARANTO VIVAS

Head of Consumer Goods and Retail, Food Service, Healthcare and Pharmaceuticals Division, ZMG Ward Howell, Inc.

August 19

Ms. MA. AURORA "Boots" D. GEOTINA GARCIA

President, MAGEO Consulting, Inc.

Happy Birthday!

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

August 19

Mr. ROGELIO "Roger" M. MURGA
Chair and CEO, Private Infra Dev Corporation

Mr. WILLY Q. TEE TEN
President and Dealer Principal, Autohub Group

August 21

Mr. IMMANUEL "Maui" GARCIA
SVP - Client Management Group, Trinity Insurance and Reinsurance Brokers, Inc.

Ms. MARIA VIVIAN "Vivian" C. RUIZ
Vice Chair and Deputy Managing Partner, SGV & Co. (EY Philippines)

Mr. BRUCE ALEXANDER "Bruce" WINTON
General Manager, Manila Marriott

August 22

Mr. LEONARDO "Leo" JARDIN MATIGNAS JR.

August 23

Atty. ALEXANDER "Alex" B. CABRERA
Chairman Emeritus and ESG Leader, Isla Lipana & Co./PwC Philippines

Ms. AMELIA "Amy" D. MANAS
Chair, Bruno's Services Corporation

August 24

Ms. MARTHA "Marts" M. SAZON
President and CEO, GCash/Mynt (Globe Fintech Innovations, Inc.)

August 25

Mr. ARTHUR LEACHON "Art" PANGANIBAN JR.
President and CEO, Gotuaco, del Rosario Insurance Brokers, Inc.

Mr. VICENTE "Nonoy" S. QUIMBO
President, Bel Mondo Italia Corporation

August 26

Mr. RAYMON "Mon" CAYABYAB
Managing Partner and CEO, Xiklab Digital

Mr. LUIS "Louie" B. QUISUMBING
President, Norkis Group of Companies

Mr. SEIJI TAKANO
President, Sumitomo Corporation of the Philippines

August 27

Mr. RANDOLPH "Randy" T. ESTRELLADO
COO, Maynilad Water Services, Inc.

Sec. PETER B. FAVILA
Monetary Board Member, Bangko Sentral ng Pilipinas (BSP)

Mr. ANTONIO "Tony" C. OPPEN
President and CEO, Welding Industries of the Philippines, Inc.

Dr. KAREN REMO
President and CEO, New Perspective Marketing International Inc.

Mr. KINGSON U. SIAN
President and CEO, Travellers International Hotel Group, Inc.

August 28

Ms. FAYE ABRIHAN
CEO, Pantheon Holdings OPC

August 30

Mr. OSCAR "Carey" L. DE VENECIA JR.
President and CEO, Basic Energy Corporation

Mr. TAKESHI HARA
President and CEO, Mitsubishi Motors Philippines Corporation

Mr. WILLIAM RUSSELL "William" M. SCHEIRMAN JR.
CEO, Scheirman & Cruz Property Holdings, Inc.

August 31

Mr. IGNACIO "Chony" B. GIMENEZ
Corporate Secretary, I.B. Gimenez Securities, Inc.

Ms. MARIA BLANCA KIM "Kim" BERNARDO LOKIN
Managing Editor, Business+Class Magazine

Mr. JOSEPH JEROME "Jerome" D. ONG
President and General Manager, CDO FOODSPHERE, INC.

Mr. JOSE RAMON "Bom" V. VILLATUYA
President and Managing Director, Rural Bank of Luisiana, Inc.



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FORTHCOMING EVENTS**

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