



Atty. BENEDICTA 'Dick' DU-BALADAD

“MAPping the Future” *column in INQUIRER*

“National priority programs on poverty reduction and social protection”

September 4, 2023



Ms. HELEN P. MACASAET

“MAP Insights” *column in BUSINESSWORLD*

“Protect your business: Emerging strategies for Cyber-risk management”

September 5, 2023

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2 **“National priority programs on poverty reduction and social protection”** (from page 1)



Atty. BENEDICTA 'Dick' DU-BALADAD

The urgent need to end stunting and involuntary hunger is finally getting the long-awaited national attention with the projects and initiatives from the public and the private sectors. Successive political administrations have tried to reduce the severity of malnutrition and child stunting in the Philippines, but the needle hardly moved and even worsened.

Addressing malnutrition and child stunting requires a whole-of-nation approach and that means interventions must not only tackle the palliatives – i.e. feeding programs – but should also consider the other factors that exacerbate the problem, such as food security, sanitation and hygiene, water, among others.

The key anti-hunger project of the Department of Social Welfare and Development (DSWD) seeks to combat stunting and involuntary hunger among the food-poor families through its Food Stamp Program (FSP). This was highlighted in the presentation of Sec. Rex Gatchalian during the Management Association of the Philippines (MAP) general membership meeting last Aug. 10 in Shangri-La The Fort.

FSP aims to deal with the lack of access to nutritious, delicious and affordable

meals, food insecurity, over-production of agricultural products and bad eating habits of the Filipino people.

Sec. Gatchalian took the opportunity to seek the help of MAP in amplifying the needed behavioral change mechanism among the intended beneficiaries of FSP. The selected beneficiaries of this program are the “food-poor”, defined by the Philippine Statistics Authority as those at the bottom of the food strata or to put it simply, the families of five who do not make beyond P8,000 and therefore cannot actively participate in the workforce due to lack of nutritional inputs, with little hope to even improve their situation.

Aside from ending involuntary hunger among poor families, FSP also targets pregnant and lactating women who are in the poorer segment by providing them with right nutrition-specific intervention at the first 1,000 days.

Beneficiaries of this program are chosen through DSWD’s Listahanan that picked the lowest 1 million plus identified recipients. The pregnant and lactating women database of the country is not updated so the DSWD will work with the local government units (LGUs) to identify them through self-registration.

The DSWD aims to deviate from the standard voucher-based food programs by making FSP digital. Through its Electronic Benefit Transfer (EBT) card, a load of P3,000 worth of food credits can be used by the program beneficiaries to pay for food included in the nutrition basket. The EBT card becomes the currency to prevent its use for items that do not serve to alleviate hunger.

The EBT card can be used at accredited retailers (e.g., groceries and Kadiwa ng Pangulo, etc) and can be easily swiped on a point-of-sale terminal already configured and tested by the World Food Programme. The beneficiaries get to choose products from a desired menu based on the food basket developed by the Food and Nutrition

3 Research Institute comprising 50 percent carbs, 30 percent protein and 20 percent dietary fiber.

The private sector and development partners can provide invaluable support to the Digital Food Stamp Program by using their expertise on communication to effect positive social behavior change, promoting awareness and undertaking education so people will be taught how to eat right and monitor the change in their eating habits.

The program is also envisioned to protect the most vulnerable when inevitable circumstances strike, such as inflation and natural disasters that can result in them having no food to eat.

Sec. Gatchalian also pointed out the overproduction of agricultural products being consigned to waste on one hand, while many families are languishing in hunger on the other. The department plans to eradicate this concern by focusing on the farm-to-table concept where these overproduced goods will be consumed by families who are food-poor while simultaneously helping our poor farmers.

DSWD reformats its social welfare program by flipping the 'dole out' stereotype that persisted over the years. As Sec. Gatchalian emphasized, they want to make sure that every program that they have is targeted, conditional, measurable, uses a whole-of-society or whole-of-nation approach and digital.

Interventions will be given to those who need them the most and he urged the private sector to help and be a part of nation-building. This battle has to be fought hand-in-hand, even through small wins in the long game of poverty and hunger.

The program, which is fully-funded by a \$3-million grant from Asian Development Bank, the French Development Agency and JICA, will run its pilot starting Oct. 2023. After six months, decisions will be made

if the program should be scaled up until the baseline of 300,000 families can be augmented to reach its 1-million mark. The DSWD counts on the help of MAP in gauging the effectiveness of the program through the pilot.

FSP is an investment in human capital. Private sector companies are growing the economy but if our workforce is hungry and lacks the necessary energy, there may be impediments in generating more jobs for more productive people. The best way to maximize this investment is through education, nutrition and health care.

The program has a lifespan of four years with a planned program exit for the beneficiaries. They will be asked to participate in upskilling programs of the Technical Education and Skills Development Authority or go to their nearest public employment office and look for a job so they can participate in the workforce and be part of nation-building.

Lastly, education plays a vital role in creating behavioral change in the program's beneficiaries. MAP will conduct a macro intervention by utilizing various platforms, especially social media like TikTok, to disseminate information about malnutrition and child stunting.

We all aspire to join the ranks of developed economies but this will not happen while millions of Filipino families still go home, sleep and wake up hungry.

There is nothing simple about reversing the trend of this social ill and this will be a long battle but we need to all work together to make sure we win this hunger war.

As Sec. Gatchalian said, we have to end human suffering by ending hunger right now.

(The author is president of MAP and the founding partner and CEO of Du-Baladad and Associates or BDB Law. Feedback at map@map.org.ph and dick.du-baladad@dbdlaw.com.ph).

“Protect your business: Emerging strategies for Cyber-risk management” *(from page 1)*



Ms. HELEN P. MACASAET

The ever-changing technology in a smart and data-centric digital landscape connects more Filipinos on advanced cyber spaces, making them vulnerable to cyber risks. More than a thousand cybersecurity incidents have happened and continuously pose threats to businesses, organizations, and consumers through SIM card scamming schemes, cloud exploitation, credential theft, and digital fraud attempts.

In an age where cyber threat actors become more advanced, creative, and sophisticated, leaders are expected to ensure that businesses are not only operating efficiently but also prepare for what is yet to come in a digital aspect. This means that employees must continue to validate their identity and credentials, and prove their level of access through a series of regular security checks and verification.

Another alarming problem in cybersecurity is the lack of knowledge on the prosecution side where most imprisoned cyber criminals were released and freely migrate to another illegal organization to harm digital consumers. Aside from this, with the pandemic opening the doors for work-from-home arrangements, it exposes employees to a non-secure home network and data breaches, especially when sites being visited from another device may

be vulnerable to cybersecurity attacks.

Enterprises and tech giants, such as Facebook and Google, may have the most advanced network in cybersecurity perimeter of defenses, but a single phishing e-mail or message can access a consumer’s credentials and knock down these gates.

To extensively expand our knowledge, cybersecurity governance and building trust by championing cybersecurity were tackled in an insightful discussion with the Department of Information and Communications Technology (DICT) Secretary Ivan John E. Uy and GCash President and CEO Martha M. Sazon during the Management Association of the Philippines (MAP) – GCash ICT Summit on Aug. 22 at Shangri-La The Fort.

Secretary Uy urged CEOs and managers to adopt cybersecurity strategies and prop up standard security defenses for their companies’ most confidential information and infrastructure as these cyber threats may potentially damage critical data and may impact the economy if compromised.

Another element that plays a crucial role in cybersecurity governance is people. It is imperative that businesses must invest in nurturing and developing a skilled cybersecurity workforce. The DICT seeks to enhance cybersecurity resiliency by maximizing latent talent and skill through education, training, and other capacity-building initiatives.

These skills can go a long way as they will immediately increase the value proposition for locators to come to the Philippines and, eventually, the country may have the potential of becoming the cybersecurity outsourcing center of the world.

The DICT calls for a collaboration between the government and the private sector to form a holistic cybersecurity risk mitigation as the Department jump starts the operationalization of government computer emergency response teams with cyber threat advisories, real-time updates,

5 and cybersecurity best practices.

In line with this, MAP President Dick Du-Baladad said that “a robust and effective cyber risk management strategy will certainly help us avoid substantial financial losses that we may incur from cyber-attacks and ensure that our business processes remain operational, even in the face of cyber threats.”

With fraudsters upgrading their tactics, companies need to be just as innovative with strategies and solutions. As to what GCash’s Marts Sazon has emphasized, “We need to be one step ahead of the bad guys to protect our users.”

Cyber crises will happen, and preparation must be always at close range. As a finance super app, GCash mandates trust and security and commits to the protection of its consumers through building a safe and secure platform, fostering industry partnerships, harnessing data and analytics, and empowering through customer education. These are the steps that GCash takes to protect its users, and which should also be taken as a framework for other companies as well.

Raising awareness is crucial for people to take their own cybersecurity more seriously as this will become a weapon against scammers roaming and infiltrating different media platforms that consumers regularly use. People tend to fall for these scams because of fear and believing in good-to-be-true schemes.

Cyber resiliency is a daunting ability and not an overnight acquired solution; several steps are needed to enhance this, and we all should start by understanding our business landscape through company assessment and knowing our digital assets while calculating the risks that come with it.

To strengthen our cyber resilience, everything should be seen at a national, company, and consumer level. We must ensure that our cyber investments are

aligned and keep in mind the best practices we should utilize as digital players. We should leverage automation with precaution, adopt DevOps practices, and prioritize agility to stay one step ahead from these threats to protect our consumers.

The key cybersecurity-related risks that companies should watch out for include the 4Ps (people, process, policies, and protection). Protection tools available in the market should be utilized for us to understand the occurrence of huge risks, especially with cyber-attacks becoming more complex.

Through this, any public and private collaboration is considered as a best practice, for both sectors to exchange notes on the programs being initiated and how it will target the ecosystem that threatens cybersecurity.

There are a lot of points where the government and the private sector can partner up at, such as campaigning on platforms that consumers can tap once cybercrimes arise.

Filipinos do not shy away from technology; we embrace it, but we should also be cautious about what links we click and sites we visit. As consumers, we should assess and secure our digital assets and should not rely solely on the security of the apps we download and use.

Compliance does not equate to resiliency, but with developers putting extra effort in securing our shared information online, we should also do our part and be aware of the cyber risks we may come across in the digital world.

Cybersecurity is a shared responsibility as we can defend against a swarm of attacks if we work as a team. Our identity, information, and infrastructure are the most important assets of our life, let us not allow these cyber criminals steal them from us.

Helen P. Macasaet is the chair of the Management Association of the Philippines’ ICT Committee and an ICT consultant.

PHILIPPINE DAILY INQUIRER BOARD TALK

Business Features Editor
Doris Dumlaog-Abadilla

From boom to bust: Learning from famous family business failures



PROFIT PUSH
TOM OLIVER



ILLUSTRATION BY RUTH MACAPAGAL

can lead to obsolescence and ultimately, failure.

The decline of Sears

What went wrong: Sears, Roebuck and Co., founded by Richard Sears and Alvah Roebuck, was a family business that became an American retail giant. However, the company's decline began when it failed to adapt to the rise of e-commerce and discount retailers. Sears continued to invest in large department stores, ignoring the shift toward online shopping. This led to dwindling sales and eventually, bankruptcy in 2018.

Lesson: Keep up with industry trends. Family businesses need to stay abreast of industry trends and be willing to invest in new technologies and business models. Ignoring changes in the retail landscape had cost Sears dearly, serving as a lesson for other family businesses to adapt continually.

cial for the longevity of a family business. Without a clear plan, internal disputes can lead to the company's downfall. A well-thought-out succession plan can help avoid conflicts and ensure a smooth leadership transition.

Lesson: Sustainable growth is key. Family businesses must focus on sustainable growth. Rapid expansion without a solid business plan can lead to financial instability. Understanding market needs and adapting accordingly is crucial for long-term success.

The demise of Forever 21

What went wrong: Founded by the Chang family, Forever 21 was a fast-fashion empire that expanded globally. However, the company made several mistakes, including rapid expansion without market research and failure to adapt to sustainable fashion trends. These missteps led to its bankruptcy in 2019. The year 2020 saw the sale of Forever 21 to Authentic Brands Group for \$8 million. Forever 21 had previously achieved \$4 billion in sales.

Lesson: Diversify sales channels. The downfall of Barneys teaches us the importance of diversifying sales channels. Family businesses should rely on more than one channel and adapt to where the consumers are, including online platforms.

The collapse of Toys "R" Us in the US

What went wrong: Founded by the Lazarus family, Toys "R" Us was once the go-to place for toys. However, the company failed to adapt to online retail and eventually filed for bankruptcy in 2017. Despite the rise of e-commerce giants like Amazon, Toys "R" Us continued to focus on brick-and-mortar stores, neglecting its online presence. Toys "R" Us first had to close all of its locations

across the globe due to bankruptcy. But by the end of 2022, the company had teamed up with Macy's department shops and was functioning in a few select US cities.

Lesson: Embrace e-commerce. In today's digital age, having an online presence is not optional. Family businesses must embrace e-commerce to stay competitive. Ignoring this crucial aspect can lead to a loss of market share and ultimately, failure.

Hyatt and the Pritzker family

Hyatt was founded by Jay Pritzker in 1957. A dispute within the family resulted in a settlement in 2005. The legal battle was resolved when the family agreed to break apart their \$15-billion empire over a decade. The 11 cousins who were beneficiaries of the trust decided to divide the assets among themselves. This division led to each member pursuing independent ventures. The family's businesses were sold off or taken public. For instance, a portion of the Hyatt Hotels Corp. went public in 2009.

In retrospect, while the Pritzkers managed to resolve their dispute, the process was painful, drawn out and it tarnished their reputation. It also led to the dismantling of the empire that their patriarch, Jay Pritzker, had built. This is a crucial lesson about the importance of succession planning and conflict resolution strategies in family businesses. Having these frameworks in place always helps to prevent family conflicts from escalating to such levels.

The failure of Blockbuster

What went wrong: Blockbuster, initially a family business, was the go-to place for movie rentals. Despite having the opportunity to buy Netflix early on, Blockbuster chose to stick with its brick-and-mortar model. This decision led to its decline and eventual bankruptcy in 2010.

Lesson: Don't underestimate emerging competitors. Blockbuster's failure to recognize the potential of Netflix serves as a lesson: not to underestimate emerging competitors. Family businesses should always watch the competitive landscape and be willing to pivot when necessary.

The collapse of Barneys New York

What went wrong: Barneys New York, a luxury department store founded by Barney Pressman, filed for bankruptcy in 2019. The company needed to adapt to the changing retail landscape, including the rise of e-commerce and direct-to-consumer brands.

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

"National priority programs on poverty reduction and social protection"

by

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National priority programs on poverty reduction and social protection



MAPPING THE FUTURE
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Protect your business: Emerging strategies for cyber-risk management

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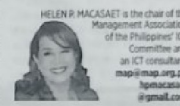
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The key cybersecurity-related risks that companies should

"Protect your business: Emerging strategies for Cyber-risk management"

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Chair of
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ICT Consultant

"MAP Insights"
Column in BUSINESSWORLD
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ic basis of net zero is zero

MY CUP OF LIBERTY
BIENVENIDO S. OPLAS, JR.

values over two decades have expanded by two times at most.

Group B countries are Europeans that have high coal consumption plus South Africa. Their coal use per capita has either declined or increased a

bit, their overall electricity generation increased (except South Africa) and their per capita GDP has doubled or tripled.

The Group C countries are in Asia. They all have expanded their coal consumption per capita, their electricity generation has doubled or quadrupled (except Pakistan), and their per capita GDP has expanded up to five times (See Table 1).

Next table shows countries that have had huge expansions

in wind plus solar from 2007 to 2022 or over 15 years. Then I compare their GDP growth during the 10 years before 2007 and 10 years before 2022. There are many reasons why a country's economic performance is good or bad, and the quality of power generation (coming from stable and conventional sources vs intermittent sources) and electricity prices are among the important contributors.

Group A countries have had a high jump in solar + wind use and have shown growth deceleration.

Group B countries in Asia showed little expansion in solar + wind use (except Japan and China) and they showed high average GDP growth (See Table 2).

The wild pursuit of "net zero" and decarbonization has no economic basis for developing countries that need to create more jobs, more businesses, and more streetlights. Dark streets at night — which lead to more road accidents, more crimes like stabbing, abduction, and murder — are fatal today, not 50 or 100 years from now.

Meanwhile, here are some recent developments in the Philippines energy sector as reported in *Business World* and mostly written by Sheikleen Joy Talavera: "ERC extends suspension of FIT-All collection" (Aug. 22), "FIT-All collection freeze not seen affecting RE developers" (Aug. 27), "EPRA changes should focus on tax — Congress think tank" (Aug. 28), "Coal-fired capacity for retirement in clean-energy shift seen as 5,000 MW" (Aug. 30), "Energy infra enhancements, streamlined permits seen attracting more investment" (Aug. 31), "Energy dep't awards 77 offshore wind contracts" (Aug. 31), "ERC grants Manila-PBEC move to end supply deal" (Sept. 1), and, "Further consultation needed on gas-power quota for Luzon grid" (Sept. 3).

Table 1. Electricity generation and GDP per capita

	Coal consum., TJ per capita		Electricity gen., kWh per capita		GDP per capita PPP, \$		
	2002	2022	2002	2022	2002	2022	
Vietnam	99.5	3,066	20,611	439	2,664	2,881	15,264
Thailand	70.1	6,087	10,132	1,692	2,574	8,123	21,551
S. Korea	51.6	43,236	55,582	6,968	12,013	19,427	53,756
Malaysia	33.0	6,066	28,491	3,272	5,544	15,552	54,392
Taiwan	23.3	59,500	67,712	8,827	12,347	22,927	69,151
2,242	7,529	604	1,025	3,705	10,497		

SOURCES: POPULATION AND GDP PER CAPITA AT PPP FROM IMF WORLD ECONOMIC OUTLOOK (WEO) 2023 DATABASE; ELECTRICITY GENERATION AND COAL CONSUMPTION FROM IEA WORLD STATISTICAL HANDBOOK OF WORLD ENERGY STATISTICS 2022; PER CAPITA COAL CONSUMPTION AND ELECTRICITY GENERATION ARE AUTHOR'S COMPUTATIONS.

Table 2. Solar + wind generation

Country	S+W gen., TWh		GDP gr., %	
	2007	2022	1997-2007	2012-2022
A. US	151.2	645.4	3.2	2.1
Germany	78.4	186.1	1.6	1.1
Brazil	-	111.7	3.0	0.7
Japan	12.1	102.6	1.0	0.6
Spain	615	96.5	3.8	1.0
UK	21.2	94.1	2.9	1.6
Australia	10.1	70.5	3.7	2.5
France	19.1	58.1	2.4	1.1
Italy	32.3	48.2	1.5	0.2
Canada	12.2	43.5	3.3	1.8
Mexico	1.8	39.6	3.1	1.6
Netherlands	5.3	38.9	2.9	1.6
Sweden	-	35.2	3.4	2.0
A Chile	-	23.9	4.6	2.7
S. Africa	-	15.9	3.6	1.1
B. China	106.6	1190.4	9.9	6.4
India	29.5	165.2	6.9	5.7
Vietnam	-	34.4	6.8	6.0
S. Korea	2.0	30.4	5.3	2.6
Taiwan	1.6	14.2	5.1	3.1
Thailand	-	8.3	3.3	2.4
Philippines	-	2.9	4.3	5.2
Indonesia	-	0.7	3.0	4.4
Malaysia	-	-	4.6	4.3

*LESS THAN 0.1 TWh
SOURCES: IEA WIND AND PV REPORT 2022; AVERAGE GROWTH RATE AUTHOR'S COMPUTATIONS

The Department of Energy plan to retire more coal capacity is dangerous and anti-growth. As shown by the numbers in the tables, more coal use leads to more electricity generation and higher GDP per capita income. In contrast, adding more intermittent solar + wind share to the grid means a decline or the flattening of electricity generation and per capita income.

We should prioritize our national agenda — more sustained growth, more job creation, more electricity for rising demand from households and industry. The global agendas of global ecological central planning should take a backseat. ■



BIENVENIDO S. OPLAS, JR. is the president of Bienvenido S. Oplas & Research Consultancy Services, and Mutual Government Thinkers. bio@bienvenido.com



presents

21st MAP INTERNATIONAL
CEO CONFERENCE

ON A
COHESION
COURSE

Leading in the Age of
Unlimited Possibilities

in partnership with

September 12, 2023 | Tuesday
8:00 AM to 5:00 PM
Grand Ballroom, Shangri-la The Fort



Morning Speakers



His Excellency Kao Kim Hourn
Secretary-General, Association of Southeast Asian Nations (ASEAN)

OPENING KEYNOTE SPEAKER



Mr. GEORGE T. BARCELON
Philippine Representative
ASEAN Business Advisory Council
President, PCCI



Mr. BICKY BHANGU
Chairman, Singapore International
Chamber of Commerce



Mr. NITHI PATARACHOKE
Chair, Thailand Management
Association (TMA)



Mr. RAYMUND CHAO
Chairman, Asia Pacific
and China, PwC

Afternoon Speakers



Mr. ARIS DACANAY
Economist for ASEAN, HSBC



Mr. ANDERS BRINGDAL
Co-Founder & Chief Designer,
MobyFly

ASEAN IN THE MIDST OF SHIFTS AND
TRANSITIONS: The Future of Integration



His Excellency KAO KIM HOURN
Secretary-General, Association of Southeast Asian Nations (ASEAN)

OPENING KEYNOTE SPEAKER

The aftermath of the pandemic is a world in transition characterized by geopolitical shifts and dynamic alliances that reflect the responses to a changing landscape disrupted. The Association of Southeast Asian Nations (ASEAN) collectively, and as individual member-states are keenly observing these developments to proactively determine how to navigate the next steps and ensure that it will remain a competitive area that can be a strategic partner in investments and beyond.

ASEAN PERSPECTIVES: Conversation with the Leaders

Deep-diving into the major initiatives of the ASEAN member-countries in enhancing the business climate in the region and in opening the doors where MAP members and other investors can initiate and expand their interests, particularly in the areas of digital transformation, sustainable development, food security, health care resilience, and trade and investment facilitation.



Mr. GEORGE T. BARCELON
Philippine Representative
ASEAN Business Advisory Council
President, PCCI



Mr. BICKY BHANGU
Chairman, Singapore International
Chamber of Commerce



Mr. NITHI PATARACHOKE
Chair, Thailand Management
Association (TMA)



Dr. FEDERICO "Poch" M. MACARANAS
Moderator
Member, MAP CEO Conference Committee
Board Member, St. Paul University Philippines

ASIA PACIFIC'S TIME: Responding to the New Reality



Ms. CORRIE PURISIMA
Moderator
MAP Governor
Treasurer and Head of Markets and Securities Services, HSBC Philippines



Mr. RAYMUND CHAO
Chairman, Asia Pacific and China, PwC

Trade flourishes in an open system and restrictive regulations can slow down investments and market expansion. These issues will have an impact on economic growth, trade and business, regional integration, and the countries' positioning in the global arena. This session will cover regulatory shifts and fiscal reforms that will affect industries and the reforms that can help forge new and/or enhance existing trade relations.

KNOWLEDGE PARTNER



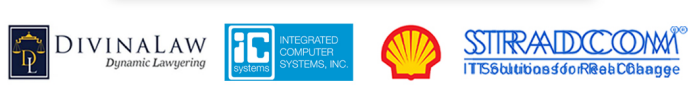
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BRONZE SPONSORS



PATRON



HOTEL PARTNER



MEDIA PARTNERS



MAP CEO CONFERENCE 2023 REGISTRATION RATES

REGISTRATION FEES

Payment by	MAP Member	Non-MAP Member	Foreign Delegates
September	P16,000	P18,000	\$400

Get 1 FREE seat for every 5 seats paid.

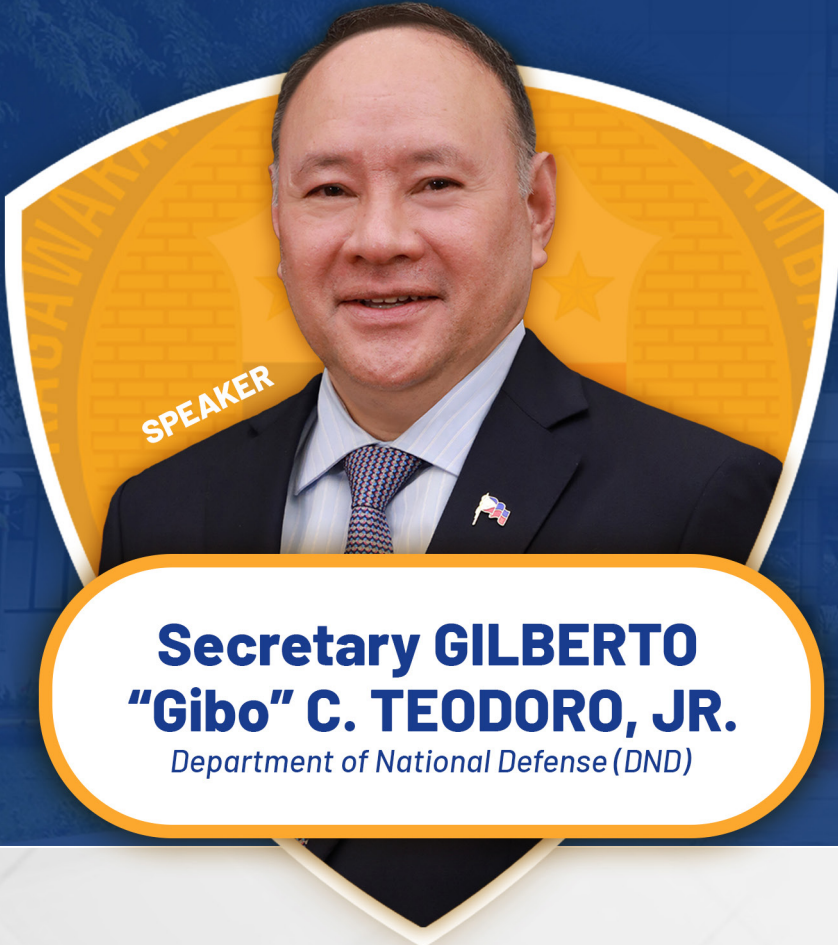
Special Rate for Full-Time Academic and Government Officials

Payment by	MAP Member	Non-MAP Member
June to September	P4,000	P6,000

PART 1

GENERAL MEMBERSHIP MEETING

NATIONAL SECURITY: Should Business Worry?



SPEAKER

**Secretary GILBERTO
"Gibo" C. TEODORO, JR.**
Department of National Defense (DND)

SEPTEMBER 20, 2023

WEDNESDAY

3:00 PM - 5:00 PM

Marriott, Pasay City

Registration Fees

MAP Member _____ **FREE**

Guest _____ **P3,000**

GMM attendees get a whole day pass for the Philippine Blockchain Week (PBW) worth US\$1,000!

Should MAP members wish to attend the whole three days of the PBW, they will be given a 50% discount as MAP members.

SPEAKERS

PART 2

**MAP x Blockchain Council of
the Philippines**

**Networking
Fellowship Night
with Ambassadors**

5:00PM - 7:00PM



Mr. Ian Utile
Co-Founder & CEO
attn.live



Ms. Kach Umandap
Travel Blogger
Two Monkeys Travel Group



Bite Size Slow Food

A cocktail and grazing event at
 Maker & Made, Milestone Building, 5th Avenue and 24th, BGC

27 September 2023 | Wednesday, 5:30-7:30 PM

Featuring Slow Food recipes by:

Chef Rue Ribon, Executive Chef of Maker and Made

Chef Paolo Galang of Maker and Made and

Chef Rhea SyCip of The Fatted Calf Tagaytay and The Flour Pot Manila

Price : PHP 1500/person includes food and drink

For reservation, please email us at mapsecretariat@map.org.ph

MAP member Ms. Chit Juan will give a short description of the slow food movement, while each chef shall briefly annotate each dish. See you there!

Please register thru the following link:

https://docs.google.com/forms/d/e/1FAIpQLSfIVtEJZR1agfHFCsH1smCPnPWAwC Rua9ka41JyqxF-W6LsiAg/viewform?usp=sf_link

MAP 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

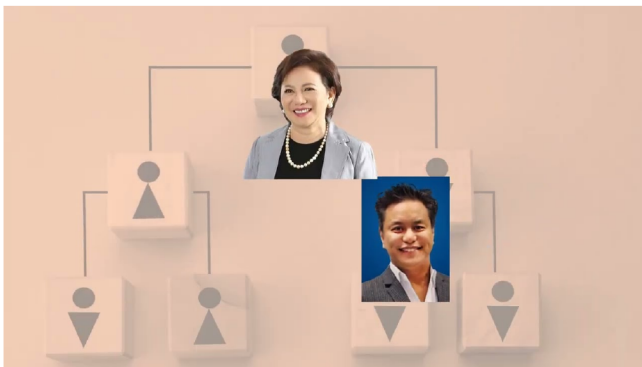
Panelists:

- Ambassador DATO' ABDUL MALIK MELVIN CASTELINO (Malaysia)
- Ambassador CONSTANCE SEE SIN YUAN (Singapore)
- Ambassador TULL TRANSRAT (Thailand)
- Minister MUDZAKIR (Head of Economic Affairs, Indonesia)
- Mr. PHUNG VAN THANH (Head of Trade Office, Vietnam)

MAP Partners for 2023

Diamond Sponsor: **BDB Law**
Gold Sponsor: **NDAH**
Silver Sponsors: **PHILSTAR, PWC, BDO, UNINVESTMENTS, ESD, SOV**

July 12, 2023
MAP GMM on Business Opportunities in ASEAN



About MAP

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

MAP Management Association of the Philippines

MAP Campaign against Malnutrition and Child Stunting

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 Unilever, 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)

Moderator: Dr. CIEL HABITO, Ph.D. (Governor-in-Charge, MAP Cluster on Resilience and Recovery Chair, Brain Trust Inc. (BTI))

Support: Ms. MIKKI TANG (CEO, DBANK Corporation)

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



MAP Activities (loop)

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

Speaker: Secretary MARIA ANTONIA YULO LOYZAGA (DENR)

Q&A Panelists: Dr. REGIE CASAS (Panel Chair), Atty. ALEX CABRERA (Governor-in-Charge, MAP Cluster on ESG), Mr. REX DRILON II (Chair, MAP Shared Prosperity Committee), Ms. AGNES GERVACIO (Co-Moderator, MAP Environment Committee)

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

MAP Partners for 2023

Diamond Sponsor: **BDB Law**
Gold Sponsor: **NDAH**
Silver Sponsors: **PHILSTAR, PWC, BDO, UNINVESTMENTS, ESD, SOV**

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

MAP 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

Presiding Chair Panelists: Amb. LAURE BEAUFILS (UK), Amb. MARYKAY L. CARLSON (US), Amb. ANKE REIFFENSTUEL (Germany)

Moderator: Ms. RANDELIN "Randy" T. ESTRELLERO (Co-Moderator, MAP-DB Consultant, LOO, Marikina Water Services, Inc.)

Emcee: Ms. RASEN V. BATAVISECAL (Governor-in-Charge, MAP DB Consultant, Senior Advisor: (BWS) III & Business Process Association of the Philippines)

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

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



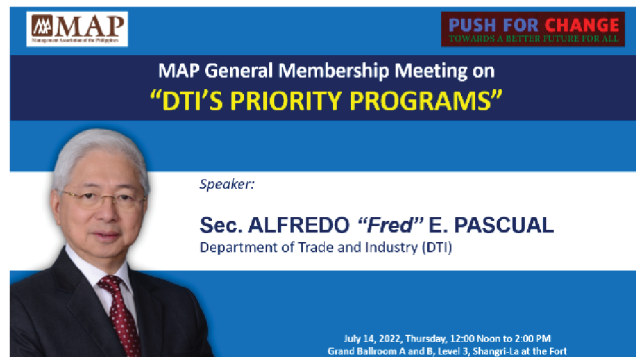
September 13, 2022
MAP International CEO Hybrid Conference



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 ICT 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 ICT Committee
President, UbaidtReidenbachSolutions, 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 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 Igarna & 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

APRIL 29, 2022, WEDNESDAY, 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
Philippine 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.
Executive Director
Philippine Green Building Association of Credit Rating Agencies in Asia (PGBA)

Ms. RACQUEL B. CASURAN GAN
Co-Chair for MAP ESG Committee
VP for Market Link, Adhara Media & Com. 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, Town 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 **September 2023**

September 1

Mr. FRANCIS GILES “Giles” B. PUNO

President and COO, First Gen Corporation

Ms. YIN NYEIN “Rachel Thu” THU

Managing Director, Jardine Schindler Philippines

September 2

Mr. PAOLO MAXIMO “Paolo” F. BORRAMEO

President and CEO, Ayala Healthcare Holdings, Inc.

Ms. IMELDA RONNIE “Emy” DE GUZMAN CASTRO

Partner and Head of Human Capital, Isla Lipana & Co./PwC Philippines

Engr. JOHNSON “Johnny” G.Y. TAN

Chair and President, Armak Tape Corporation

September 3

Mr. GORDON ALAN “Dondi” P. JOSEPH

Director and CEO, Philpacific Insurance Brokers and Managers, Inc.

September 4

Mr. RAHUL HORA

President and CEO, AXA Philippines

Dr. HENRY LIM BON LIONG

Chair and CEO, Sterling Paper Group of Companies

Atty. MICHAEL “Mike” T. TOLEDO

Director, Government Relations and Public Affairs, Metro Pacific Investments Corporation (MPIC)

September 5

Amb. AMABLE “King” R. AGUILUZ V

Founder and Chair, AMA Education System

Mr. ALDOUS REX “Aldous” A. ALINGOG

Chair, President and CEO, Agribusiness Rural Bank, Inc.

Mr. ROMEO “Romy” L. BERNARDO

Managing Director, Lazaro Bernardo Tiu & Associates

Engr. ALLYXON “Allyx” T. CUA

President and CEO, Accent Micro Technologies, Inc. (AMTI)

Mr. ROGELIO “Roger” G. SALAZAR JR.

President, Health Information Management Association of the Philippines (HIMAP)

September 6

Mr. EDUARDO “Teddy” G. SUMULONG

Managing Director and CEO, Land Registration Systems, Inc. (LARES)

September 8

Arch. ERNESTO “Nesty” S. ISLA

President and CEO, EI Construction Co. Inc.

Dr. ERNESTO “Ernie” M. ORDOÑEZ

President, Water Security Movement, Inc. (WSM)

Ms. ANNA W. CORPUS SAY

CEO and Founder, Properties ATC (Phils.)

Mr. JONATHAN “Tan” BAUTISTA VITANGCOL

SVP and COO, St. Peter Life Plan, Inc.

September 9

Mr. ALEXANDER “Alex” DR ABLAZA

President and CEO, Climargy Inc.

Atty. BENEDICTA “Dick” DU-BALADAD

Founding Partner and CEO, Du-Baladad and Associates (BDB Law)

Mr. GIL G. CHUA

Group President and CEO, DDB Philippines, Inc.

Dr. ANTHONY ROLANDO “Tony” T. GOLEZ JR.

President and CEO, Filipinas Tectonic Safety Systems Corporation (FIL-TEC)

Mr. STEVEN T. TAN

President, Shopping Center Management Corporation

September 10

Mr. KISHORE KUMAR “Kishore”

NATHUMAL HEMLANI

Co-Chair, Multi-Sphere Trading, Inc.

Atty. IRA PAULO “Ira” A. POZON

Senior Partner, Pozon, Recto, Petrache, & Laiz Law Offices (PRPL Law)

September 11

Ms. AMALIA “Lia” V. MANUEL

VP, MEGACEM INC.

September 12

Mr. TARK BARTLEMA

Managing Director for Asia, Eaglesensing

Sec. JESLI A. LAPUS

Independent Director, Metropolitan Bank and Trust Company

Dr. GEORGE T. YANG

Chair and Founder, Golden Arches Development Corporation (McDonald's Philippines)

Happy Birthday!

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

September 14

Ms. VANESSA LEDESMA SUATENGCO
General Manager, Diamond Hotel Philippines

September 15

Dr. MAGDALENO “Mag” B. ALBARRACIN JR.
Vice Chair, PHINMA Corporation

Ms. MARIA MARGARITA “Margie” MORAN-FLOIRENDO

Chair, Cultural Center of the Philippines (CCP)

Mr. ANTONIO “Tony” SY TAN

Chair and CEO, LCC Group of Companies

September 16

Mr. ISAGANI “Gani” G. BUENAFLOR
Chair, Diamond Rent-a-Car

Mr. ROGELIO “Roger” R. CABUÑAG

Sec. CARLOS “Sonny” G. DOMINGUEZ III

Former Secretary, Department of Finance

Mr. GEORGE M. DRYSDALE

Chair and CEO, Marsman Drysdale Group

Sec. ROGELIO “Babes” L. SINGSON

President and CEO, Metro Pacific Water

Mr. JOSE “Joe” T. SIO

Chair, SM Investments Corporation

September 17

Mr. JEFFREY JOSEPH “Jeff” D.Y. CAMPOS
Chair, President and CEO, Greenfield Development Corporation

Atty. ROMEO “Omy” H. DURAN

Partner, Head of Corporate Tax & Tax Immigration Division, Sapalo Velez Bundang & Bulilan Law Offices

Mr. EDGAR BUCOY SAAVEDRA

Chair, President and CEO, Megawide Construction Corporation

Ms. VIVIAN Y. TIN

President, Inner Sense Consulting & Research Corporation

Dr. MILDRED V. VITANGCOL

Chair, St. Peter Life Plan, Inc.

September 18

Atty. EMMANUEL “Mannie” C. ALCANTARA
Managing Partner, Emmanuel C Alcantara & Associates Law Offices

Sec. JOSE “Ping” P. DE JESUS

Chair, Converge Pure Fiber Technology

Mr. JOSE LUIS “Joey” F. GOMEZ

Senior Consultant, RCBC

Ms. EDELWISA “Liza” M. MAPAGU

CEO, ASEA Metrics HR Solutions, Inc.

Ms. SHERISA “Baby” P. NUESA

Independent Director, Ayala Land, Inc.

September 19

Mr. ROMEO “DJ” A. DE JESUS JR.

Managing Partner, R. S. Bernaldo & Associates

Mr. JOSELITO “Lito” H. SIBAYAN

President, Mabuhay Capital Corporation

September 20

Mr. RAYMOND “Mon” A. ABREA

Founding Chairman and Senior Tax Advisor, Asian Consulting Group

Ms. CRISTINA “Krees” P. CASTAÑEDA

Country Director, Drake Business Services Asia, Inc.

Mr. PHILIP K.C. NG

President and CEO, Ergo Contracts Philippines Inc.

Mr. SILLIMAN “Akyat” S. SY

COO, Ever Bilena Cosmetics, Inc.

Ms. RHODORA “Doyee” TACTACAN-TUMPALAN

President and CEO, First Vita Plus Marketing Corporation

Ms. NORMITA “Noemi” L. VILLARUZ

Founder and Managing Partner, Villaruz, Villaruz & Co., CPAs

September 21

Mr. JOSE “Jovee” V. CRUZ

Managing Partner, Edtech Corporation

September 22

Ms. SHARON G. DAYOAN

Chair and CEO, KPMG R. G. Manabat & Co.

Ms. MICAH DEL CARMEN

President, NOAHSYS Corporation

September 23

Mr. ROBERT LESTER “Robert” F. ARANTON

President, Warehouse Management and Trade Development Services, Inc.

Happy Birthday!

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

September 23

Mr. RAMON “Mon” D. DIZON

Former Partner and Transaction Advisory Services Head, SGV & Co. (EY Philippines)

Mr. JONATHAN CHARLES “Jon” RUSSELL

EVP and CCO, First Gen Corporation

Mr. ORLANDO “Doy” B. VEA

Founder and CEO, Paymaya Philippines, Inc.

September 24

Mr. HENRY RHOEL “Henry” R. AGUDA

President, UnionDigital Bank Inc.

Mr. ERNESTO “Ernie” B. PANTANGCO

Chair, EBP Holdings Corporation

September 25

Mr. JOSE BASANIO “Joe” T. ALDON

Managing Director and CEO, AXI LNGAS Inc.

Ms. MARIA ESTER “Maret” FOLLOSCO BAUTISTA

Treasurer, CL Follosco Group, Inc.

Ms. ALMA RITA “Alma” R. JIMENEZ

President and CEO, Health Solutions Corporation

Mr. JEFFREY “Jeff” T. NG

President and CEO, Cathay Land Inc.

September 26

Mr. ENRICO “Eric” S. CRUZ

Independent Director

Dr. FEDERICO “Poch” M. MACARANAS

Adjunct Professor, Asian Institute of Management (AIM)

Mr. JAMES G. MATTI

Country Head, Willis Towers Watson Asia Pacific Shared Services Center

Dr. MA. TERESITA “Tata” PASTOR MEDADO

President, NU - Asia Pacific College

Mr. DENNIS “Don-Don” A. UY

President and CEO, Phoenix Petroleum Philippines, Inc.

September 27

Atty. DOMINGO “Egon” Q. CAYOSA

National President, Integrated Bar of the Philippines (IBP)

Mr. RENATO “Rene” E. LIRIO

Chair, Hillcreek Gardens Tagaytay, Inc.

September 28

Ms. ROSEMARIE “Rose” B. ONG

SEVP and COO, Wilcon Depot, Inc.

Ms. NELIA CRUZ SARCOL

President and CEO, Centre for International-Education (CIE) Global Colleges, Inc.

September 29

Mr. AARON A. DOMINGO

Chief Representative (Philippines), Rothschild (Singapore) Limited

Ms. PACITA “Chit” U. JUAN

President, Philippine Coffee Board, Inc.

Mr. ROMMEL L. SYTIN

President and CEO, United Auctioneers, Inc.

September 30

Mr. ANTONINO “Tony” T. AQUINO

Director, Ayala Land, Inc.

Mr. LAZARO JEROME “Jerome” C. GUEVARRA

SVP, BDO Capital & Investment Corporation

Mr. ALBERT PÈREZ TORRES

Regional Director, Michael Page International Recruitment (Philippines) Inc.

Atty. GIANCARLO “Gian” B. SAMBALIDO

Registered Foreign Lawyer (New York), Allen & Overy



Mr. JOHN D. FORBES

*Former Senior Adviser
AMCHAM Philippines*

Please pray for the eternal repose of Mr. Forbes who passed away on September 2, 2023 at the age of 80.

He was a MAP member for 15 years.

The Forbes Family will announce shortly the schedules for the wake and the inurnment of his cremated remains.

In lieu of flowers, the Forbes Family prefers a donation to the “Hero Foundation, Inc.”

September 4, 2023



Circular No. 055 - 2023

John David Forbes

in Memoriam



March 29, 1943–
September 2, 2023



Santuario de San Antonio
Forbes Park, Makati

Friday, September 8
Viewing 4–10pm
Mass at 6:30pm

Saturday, September 9
Viewing 9:30am–2pm
Mass at 10:30am
Interment at 2pm

Click [Zoom link](#) for masses
All times are in Philippine Standard Time

In lieu of flowers, please consider
a [donation](#) to Hero Foundation

**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