

MAPping the Future *column in INQUIRER* and  
MAP Insights *column in BUSINESSWORLD*

***“Lessons from the  
front lines:  
Takeaways from  
21st MAP Int’l  
CEO Conference 2023”***

by

Mr. JUNIE S. DEL MUNDO

September 18 & 19, 2023



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2 **"Lessons from the front lines:  
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Economy Framework, focusing on the blue gold within our shores.

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### **Collective strength**

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However, it wasn't all just technological marvels and grand economic strategies. Gary Benchehib, cofounder of Sungai Watch and Ramon Magsaysay Awardee for Emergent Leadership in 2022, offered a humbling reflection of our environment. A vivid memory of his childhood in Bali served as a poignant reminder: Our planet's health is deteriorating. Benchehib's passion is more than just cleaning up rivers; it's about restoring a bond with nature, which we have somewhat estranged. His work on the Citarum River resonated deeply. A river once deemed the "world's most polluted" was given a new lease on life through collective effort. This narrative is a testament to what is possible when communities come together with a shared vision. Benchehib's plea was simple yet profound: Recognize the pressing environmental issues and act, not tomorrow, but today.

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In closing, the words of Atty. Du-Baladad from the beginning of the conference came full circle. The future is indeed an uncharted territory, but it is one that we must face with hope, diligence and unwavering commitment. The MAP International CEO Conference of 2023 has lit the torch; it's now up to us to carry the flame forward.

*The author is vice chair of MAP CEO Conference Committee, chair of the MAP Tourism Committee and chair and CEO of The EON Group. Feedback at [map@map.org.ph](mailto:map@map.org.ph) and [junie.delmundo@eon.com.ph](mailto:junie.delmundo@eon.com.ph).*

## "Lessons from the front lines: Takeaways from 21st MAP Int'l CEO Conference 2023"

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*Vice Chair of the  
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Conference  
Committee*

*Chair of the  
MAP Tourism  
Committee*

*Chair and  
CEO of  
The EON Group*

**"MAPping the Future"**  
Column in  
INQUIRER  
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### MAPPING THE FUTURE

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## 6/51 Opinion

BusinessWorld  
TUESDAY, SEPTEMBER 19, 2023

EDITOR ALICIA A. HERRERA

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RONALD L. LACAYO



## Single market seen boosting ASEAN resilience vs supply chain disruptions

by Justine Irish D. Tabile  
BUSINESSWORLD | SEPTEMBER 12, 2023

**T**HE Association of Southeast Asian Nations (ASEAN) needs to make further progress in creating a single market if it is to remain resilient in the face of disruptions to global supply chains, the bloc's Secretary-General said.

Kao Kim Hourn, speaking at the 21st Management Association of the Philippines (MAP) International CEO Conference on Tuesday at Shangri-la The Fort, said economic downturns, political uncertainty, and a less predictable environmental concerns are combining to disrupt supply chains, in which Southeast Asia plays a key role.

"It is imperative that we expedite our concerted efforts to be more agile and more resilient and at the same time ensure sustainable and inclusive growth," he said.

He added that ASEAN needs to focus on making the region a vibrant, thriving, single market and a hub of production serving global supply chains.

"Achieving this goal necessitates the enhancement of partnerships over the last year and beyond," he said.

He added that such partnerships will allow member countries to form deep and important economic linkages from both in and outside of the region.

Upgrading trade agreements will keep them "future ready and responsive to emerging global and regional developments including those related to the digital, green and blue economies," Mr. Kao said.

Thailand Management Association (TMA) Chair Nithi Patarachoke said that ASEAN should harness its strategic location to drive future growth.

"(It is) near major economies like China, South Korea, Japan and India. At the same time ASEAN is experiencing an expanding middle class population which means more demand for consumption," Mr. Patarachoke said.

"ASEAN also enjoys extensive cross-border trade networks so, ASEAN is still viewed as a region of growth with high potential," he added.

Singapore International Chamber of Commerce (SICC) Chair Bicky Bhangu "said that the environment we're living in, the geopolitical tensions, the cost of doing business, inflation, (high) interest rates, supply chain disruptions, (are having) a significant impact on doing business."

Because of this, Mr. Bhangu said there is an opportunity for ASEAN countries to act collectively.

"The main point here really is that across ASEAN is a huge value chain of opportunities from raw materials, markets, technologies, processes, and from bringing all of that ASEAN capability together gives a much stronger comparative advantage against the geopolitical tensions that were in today," he said.

Philippine Chamber of Commerce and Industry President George T. Barcelon said that one of the key features of the Regional Comprehensive Economic Partnership, which he said is an extension of the ASEAN, is to address the low levels of intra-region trade and investment, relative to the high levels of economic integration achieved by Europe.

"This is something that concerns us in the Philippines because in our trade among the ASEAN countries, we are on the deficit side," he added.

Mr. Barcelon also said ASEAN countries can



be more economically complementary by removing tariff barriers, improving logistics, and harmonized infrastructure standards.

MAP President Benedicta Du-Baladad said opportunities abound for agile CEOs in the geopolitical shifts.

"Even as alliances are shifting, the bottom line will always be recovery and growth — and these two are shared goals across the globe," Ms. Du-Baladad said.

"These can potentially usher in greater regional cooperation and fan the flames for innovative and out-of-the-box ideas so that we can all thrive in this post pandemic world," she added.

The MAP, SICC and TMA signed a two-year memorandum of partnership and cooperation (MPC) at the event.

The MPC calls for the parties to form a technical working group to "study the possibility and feasibility of establishing an ASEAN Management Organization to expand the scope of the MPC and pursue other areas of cooperation."

Ms. Du-Baladad said that forming a management association within ASEAN is "one way of fostering collaboration, cooperation and sharing of best practices in management."

### **Asean chief highlights need for partnerships**

by Jenica Faye Garcia

THE MANILA TIMES | SEPTEMBER 13, 2023

**E**NHANCING strategic partnerships within and beyond the Association of Southeast Asian Nations (Asean) and maximizing free trade agreements (FTAs) are necessary to strengthen global supply chains, Asean's secretary-general said on Tuesday.

In a speech during the Management Association of the Philippines' 21st International CEO Conference in Bonifacio Global City on Tuesday,

Kao Kim Hourn underscored the significance of enhancing multilateral ties in response to constraints brought by geopolitical tensions and environmental concerns.

"Despite positive achievements, Asean recognizes that complacency has no room. The war today is witnessing economic downturns because of tensions and environmental concerns, which have disrupted supply chains," he said.

"It is imperative that we expedite our concerted efforts to be more agile and more resilient, and at the same time, ensure sustainable and inclusive growth..." Hourn added.

Partnerships "not just within Asean, but beyond," he continued, would allow the region to "maintain close friends and close relationships with a multitude of partners and friends as well as creating a conducive environment for business, foster partnerships and trade relationships with numerous entities."

Hourn noted that the regional organization was focused on cooperation, collaboration, nonconfrontation and nonconflict. In addition to building on harmony and harmonization, Asean is also looking to promote more open trade and investments.

With the world slowly recovering from the impact of the Covid-19 pandemic, he said FTAs would give "local investors and business communities the confidence to extend and expand their operation in the Asean market, which will further translate into increased employment opportunities."

"In order to thrive in distribution, a large amount of integration among Asean would be categorized as strong partnerships, developing while innovating and taking an inclusive approach that prioritizes people," Hourn added.

The Asean chief also called on business leaders to promote diversity, equity and accessibility as investors consider these in making investment and trade decisions.

The adoption of inclusive business models, he added, would promote meaningful relationships with customers and build sustainable brands.

**NEWS RELEASE** - September 19, 2023

**MAP spearheads Partnership and Cooperation  
with other management organizations in the ASEAN region**



Seated from left to right:

- \* Dr. Bicky Bhangu, Chair of Singapore International Chamber of Commerce (SICC)
- \* Atty. Benedicta Du-Baladad, President of Management Association of the Philippines (MAP)
- \* Mr. Nithi Patarachoke, Chair of Thailand Management Association (TMA)

Standing from left to right:

- \* H.E. Dr. Kao Kim Hourn, Secretary-General of ASEAN
- \* Mr. George T. Barcelon, Philippine Representative to the ASEAN Business Advisory Council
- \* Ambassador Tull Traisorat of Thailand

Being the leading management organization in the country, the Management Association of the Philippines (MAP) spearheaded the recent landmark Memorandum of Partnership and Cooperation (MPC) which was signed by the MAP, the Singapore International Chamber of Commerce (SICC) and the Thailand Management Association (TMA) during the 21<sup>st</sup> MAP International CEO Conference last September 12, 2023.

Representing the three big management organizations were MAP President Benedicta Du-Baladad, SICC Chair Bicky Bhangu and TMA President Nithi Patarachoke. This momentous signing was witnessed by the ASEAN Secretary-General Dr. Kao Kim Hourn who delivered the keynote during the Conference, Mr. George Barcelon, one of the Philippines representatives to the ASEAN Business Advisory Council (ABAC), and Ambassador Tull Traisorat of Thailand.

The MPC seeks to deepen business linkages within the region and assure its active cooperation in the goal towards ASEAN centrality, described as “the primary driving force in its relations and cooperation with its external partners.” The partnership aims to pursue mutually beneficial partnerships within the region through sharing of best management practices, undertaking education, information activities and training programs that can enhance knowledge and skills of management practitioners and future leaders, and advocate for reforms that will improve the ease of doing business in the ASEAN region.

“The future of integration in ASEAN should be characterized by strong partnerships, development driven by innovation, as well as an inclusive approach that gives priority to the people,” Secretary-General of ASEAN Dr.s Kao Kim Hourn emphasized in his keynote speech.

The partnership initiated by MAP can potentially open the gateway for exploring direct business opportunities among companies in the region and take advantage of the benefits of trade liberalization. Since the members of each of these organizations are already known, it can shorten the process of looking for partners and directly engaging those already involved in the industries of interest.

“The bottom line is recovery and growth – and these two are shared goals that can transcend shifting alliances. By enabling these linkages at the business and industry level, we can bypass the bureaucratic impediments and go straight to building partnerships and forging long-term relationships.”, MAP President Baladad explained.

The three convenors hope to expand the alliance to their counterparts in the ASEAN region and together help promote greater regional cooperation and joint undertakings that will help the players thrive in the post-pandemic world. ●



21ST MAP INTERNATIONAL CEO CONFERENCE

# ON A COHESION COURSE: Leading in the Age of Unlimited Possibilities

SEPTEMBER 12, 2023 | TUESDAY | GRAND BALLROOM, SHANGRI-LA THE FORT

## MORNING SESSION



**Atty. BENEDICTA DU-BALADAD**  
President, Management Association of the Philippines (MAP)



**Ms. ALMA JIMENEZ**  
Chair, MAP CEO Conference Committee



**H.E. Dr. KAO KIM HOURN**  
Secretary-General, Association of Southeast Asian Nations (ASEAN)



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



**Dr. BICKY BHANGU**  
Chairman, Singapore International Chamber of Commerce (SICC)



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



**Mr. RAYMUND CHAO**  
Chairman, Asia Pacific and China, PricewaterhouseCoopers (PwC)





21ST MAP INTERNATIONAL CEO CONFERENCE

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SEPTEMBER 12, 2023 | TUESDAY | GRAND BALLROOM, SHANGRI-LA THE FORT

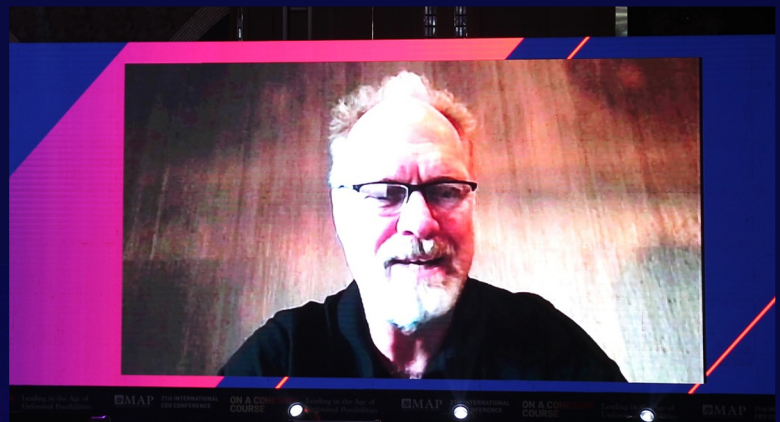
## AFTERNOON SESSION



**Mr. RODERICK "Rick" M. DANAOS**  
Chair and Senior Partner, Isla Liana & Co. / PwC Philippines



**Mr. ARIS DACANAY**  
Economist for ASEAN, HSBC



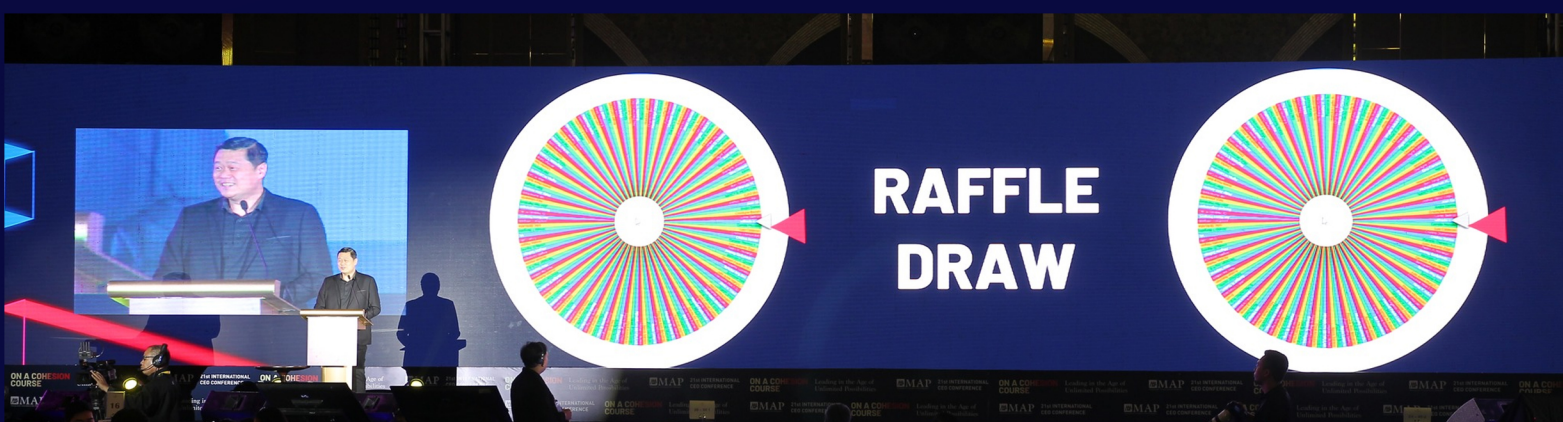
**Mr. ANDERS BRINGDAL**  
Co-Founder and Chief Designer, MobyFly



**Mr. GARY BENCHEGHIB**  
Co-Founder, Sungai Watch  
Ramon Magsaysay Awardee 2022 for Emergent Leadership



**Mr. JUNIE S. DEL MUNDO**  
Vice Chair, MAP CEO Conference Committee  
Chief Executive, The EON Group





**PART 1**

**GENERAL MEMBERSHIP MEETING**

**NATIONAL SECURITY: Should Business Worry?**

**SEPTEMBER 20, 2023 | WEDNESDAY**

**3:00 PM - 5:00 PM**

Ceremonial Hall, Ground Floor  
Marriott Grand Ballroom  
2 Resorts Drive, Pasay City



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

**Registration Fees**

<b>MAP Member</b>	_____	<b>FREE</b>
<b>Guest</b>	_____	<b>P3,000</b>

**MAP Members who will confirm for this GMM by September 15 will get a whole-day (2nd day) pass of the September 19-21 Philippine Blockchain Week (PBW) worth US\$1,000!**

**MAP members who would like to attend the 3-day PBW will be given 20% discount.**

**PART 2**

**MAP x Blockchain Council of  
the Philippines**

**Networking  
Fellowship Night  
with Ambassadors**

**5:00PM - 7:00PM**

**PART 2 SPEAKERS**



**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 and Chef JayJay SyCip** of The Fatted Calf Tagaytay

**Price : PHP 1500/person includes food and drink**

For reservation, please email us at [mapsecretariat@map.org.ph](mailto: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/1FAIpQLSfIVtEJZR1agfHFCsH1smCPnPWAwcRua9ka41JyqxF-W6LsiAg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfIVtEJZR1agfHFCsH1smCPnPWAwcRua9ka41JyqxF-W6LsiAg/viewform?usp=sf_link)





**TOURISM  
INVESTMENT  
SUMMIT 2023**

**SAVE  
THE  
DATE**

**OCTOBER 11, 2023  
4:00 - 7:00 PM**

**10  
11  
23**



CO-PRESENTED BY



**4:00-7:00 PM**

# Crisis Communication

Best Practices on How to Prepare, Handle  
and Recover from a Social Media Crisis



*FACE-TO-FACE WORKSHOP*

**OCTOBER 23, 2023 | 9am - 5pm**

 *Venue: Chino Roces Avenue, Makati City*



**CLICK HERE** for the schedule of other courses!

**ASK US about the details of this course!**





## 2023 SEPT - NOV WORKSHOPS

### LEGEND:



**Virtual Workshops**  
(Live via zoom)



**In-Person Workshops**

### LEADERSHIP & MANAGEMENT

<b>NEW</b>		
Sept 18	<b>EVENTS MANAGEMENT</b> <i>Techniques and Strategies on Planning and Launching Events</i>	
Oct 3-4	<b>SUCCESSION PLANNING</b> <i>Ensuring Continuity and Success of the Organization</i>	
Oct 10-11	<b>EFFECTIVE MANAGEMENT SKILLS</b> <i>Building Leaders for High Performance</i>	
Nov 7-8	<b>STRUCTURED STRATEGIC PLANNING</b> <i>A Systematic Process to Produce Organized and Measurable Plans</i>	

### WORKPLACE PRODUCTIVITY

<b>NEW</b>		
Sept 19, 21, 22	<b>FUNDAMENTALS OF PROJECT MANAGEMENT</b> <i>Building Confidence in Applying Tools and Techniques</i>	
<b>NEW</b>		
Oct 16, 17 & 18,	<b>ENHANCING ACCURACY &amp; ATTENTION TO DETAILS</b> <i>Strategies for Optimal Results in the Workplace</i>	

### COMMUNICATION

Sept 28	<b>DELIVERING IMPACTFUL PRESENTATIONS</b> <i>Make your Audience say YES!</i>	
Oct 23	<b>CRISIS COMMUNICATION</b> <i>Best Practices on How to Prepare, Handle and Recover from a Social Media Crisis</i>	
Nov 8-10	<b>DATA STORYTELLING</b> <i>Creating a Powerful Narrative to Inform and Engage your Audience</i>	
Nov 16	<b>VIDEO PRODUCTION ESSENTIALS</b> <i>Create Videos to Communicate, Promote, and Inspire</i>	

### MARKETING

<b>NEW</b>		
Sept 28-29	<b>DIGITAL MARKETING STRATEGY</b> <i>Building Trust and Engagement with Your Target Market</i>	

### WEBINAR

**ESSENTIALS OF PEOPLE DEVELOPMENT**  
*What Every Leader Should Know*

**PHP 788**  
VAT inclusive!

September 26, 2023 | 2pm - 4pm

INQUIRER ACADEMY online

We also provide **customized** virtual and in-person workshops based on your needs!

**ASK US** about the details of these courses!

📞 09989641731 / 09171792026

📘 INQUIRER Academy

🌐 [inquireracademy.com](https://inquireracademy.com)

✉️ [ask@inquireracademy.com](mailto:ask@inquireracademy.com)

**Please register thru the following link:**

<https://inquireracademy.com/live-virtual-workshops/>



# MAP GOLF CUP 2023

## for Corporate Social Responsibility

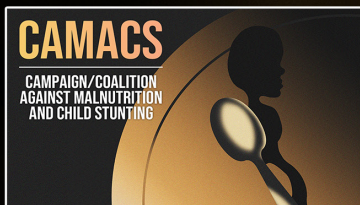
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**NOVEMBER 21, 2023 | TUESDAY**

6:30AM - 2:30PM | Wack Wack Golf and Country Club



### BENEFICIARY



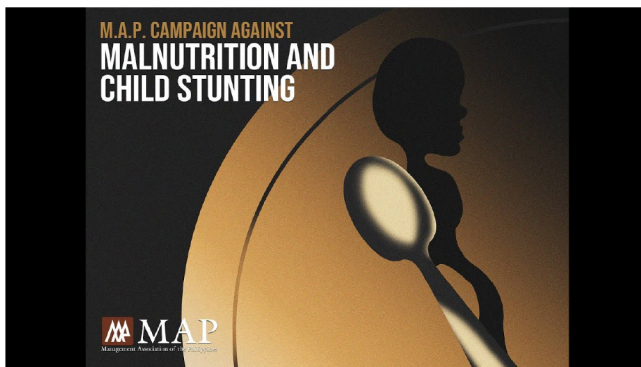




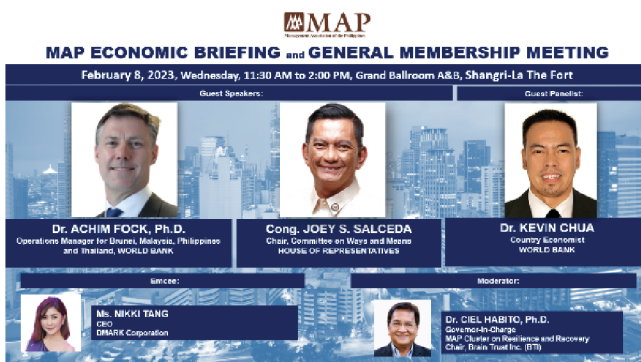
**July 12, 2023**  
**MAP GMM on Business Opportunities in ASEAN**



**About MAP**



**MAP Campaign against Malnutrition and Child Stunting**



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



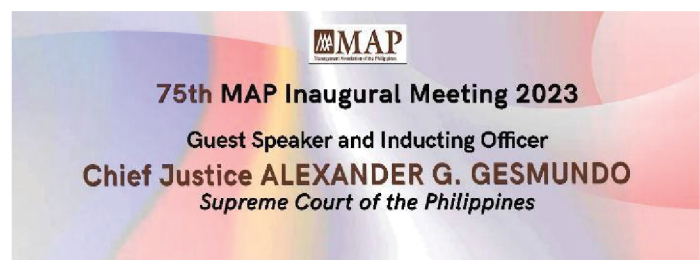
**MAP Activities (loop)**



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



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



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





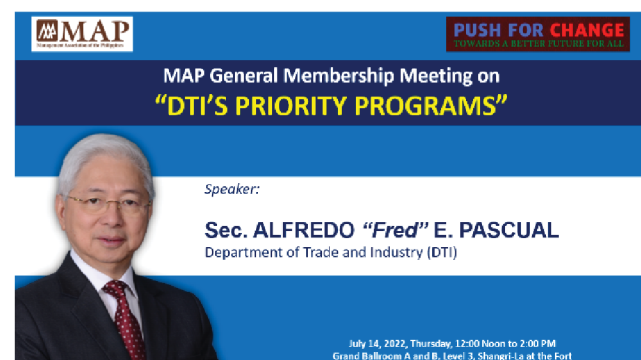
**November 22, 2022**  
**MAP Annual General Membership Meeting and**  
**"MAP Management Man of the Year 2022"**  
**Awarding Ceremony**



**October 13, 2022**  
**MAP GMM**



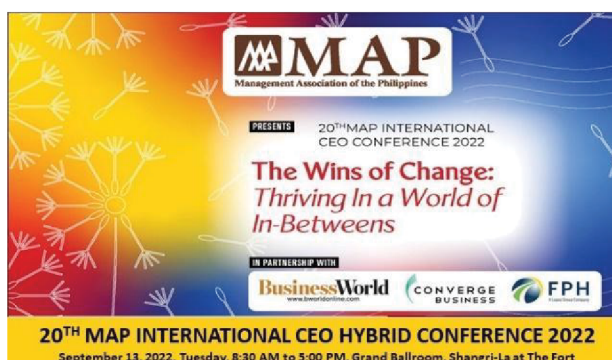
**September 8, 2022**  
**MAP - PMAP Joint GMM**



**July 14, 2022**  
**MAP GMM**



**November 11, 2022**  
**3rd MAP NextGen Conference 2022**



**September 13, 2022**  
**MAP International CEO Hybrid Conference**



**August 19, 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  
Abolito Data Innovation

**Mr. 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, UbaidesdenbachSolutions, Inc. (UB 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  
**INTEGRATING ESG IN THE WAY WE DO BUSINESS**  
MAY 19, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM A Project of MAP ESG Committee

SPEAKERS:

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

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

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

EMCEE:

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

Q&A MODERATOR:

**Atty. ALEXANDER B. CABRERA**  
Governor-in-Charge, MAP ESG Committee  
Chair Emeritus and ESG Leader  
Ike Igarna & Co., PwC 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 EDSA MOVEMENT** **MAP** Management Association of the Philippines

APRIL 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 MONTVEROS**  
PwC Vice President and Chief Reputation & Sustainability Officer  
Abolito Equity Ventures, Inc.

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

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

Moderators:

**Ms. ANITA M. DUMILAO, JR.**  
Executive Director, Association of Credit Rating Agencies in Asia (ACRAA)

**Ms. RACQUEL B. CAGURANGAN**  
Co-Chair for MAP ESG Committee  
VP for Operational, Auditing Medical 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, Instruments & E-commerce 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 Farms, Inc.

Moderators:

**Mr. OSCAR A. YORRALDA**  
Chair, MAP Agribusiness Committee  
Chair and CEO, Twin Holdings Corporation

**Mr. CHARLES P. VILLANOR**  
Chair, MAP Trade, Instruments & E-commerce 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. ORDONEZ**

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. BUENAFLORE**  
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



**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

Contact the  Secretariat for more information through:

Tel.: +632 7751-1151 to 52

E-mail: [map@map.org.ph](mailto:map@map.org.ph) / [map.philippines@map.org.ph](mailto:map.philippines@map.org.ph)