



Atty. BENEDICTA DU-BALADAD

**“MAPping the Future”** *column in INQUIRER*

**“Shared Prosperity:  
What CEOs should do”**

November 6, 2023



Mr. EDGARDO “Ed” C. AMISTAD

**“MAP Insights”** *column in BUSINESSWORLD*

**“The Saga of the farmers’  
unrequited toil in planting rice”**

November 7, 2023

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## “Shared Prosperity: What CEOs should do” *(from page 1)*



Atty. BENEDICTA DU-BALADAD

Companies are easily drawn into conversations about sustainability—actions to provide access to economic opportunities, quality education, health care and social services, among others. Yet, why do most of us don’t address income and wealth in societies? Why is there so little effort in creating social mobility and eliminating inequality and barriers?

These are the key points that the San Miguel Corp. (SMC) senior vice president and corporate sustainability advisor, Rita Imelda “Tatish” Palabyab, spoke about during the Oct. 11 Management Association of the Philippines (MAP) general membership meeting at Shangri-La The Fort.

As the Philippines’ multinational conglomerate, SMC is expected by many Filipinos to articulate its purpose in taking its share in providing solutions to the most critical problem that the country is facing—social inequality. Palabyab expressed that the company is indeed taking its actions and embracing this responsibility by creating opportunities that will uplift generations of Filipinos through the rewards of sustainable development and prosperity. She assured that this vision statement “has to do more with the country rather than San Miguel as a company.”

“SMC’s investments were mostly projects designed to drive economic growth on a large scale and directly impact millions of people daily,” the SMC official added.

Some of the projects that SMC has championed thus far to better understand the creation of inclusive growth include the Bulacan Bulk Water Supply Project, in which 12 water districts in the province (200,000 households) were supplied with treated bulk water.

Over the last three years, SMC implemented its ambitious P3-billion cleanup effort and flood mitigation initiative to hoist tons of oil and solid waste from Pasig, Tullahan, and San Juan rivers. Massive cleanup and rehabilitation of the major river systems in Metro Manila, Pampanga, Cavite, and Bulacan were also covered, specifically the Meycauayan and Maycapiz-Talipot rivers, among several others.

SMC also boasts of their Better World Community flagship project with four sectoral communities: Better World Tondo, Better World Diliman, Better World Cubao, and Better World Smokey Mountain. This aims to leverage idle and abandoned properties, and repurpose them for community and civic uses.

These projects are focused on the following: providing access to healthy food, clean water and education in communities at the bottom of the pyramid; women empowerment; health consultations; skills training; and workshops that cover diverse topics, such as violence against women, parenting challenges and gender equality.

Furthermore, such projects can encourage greater civic capacity and give the economically disadvantaged a voice in their communities, as well as share resources and experiences where they can create a safe space and a sense of belonging.

However, the premise of capitalism may have a huge role to play in the core tension between businesses and a more sustainable future; hence, Palabyab encourages corporations to build efforts on lifting people out of poverty and raise standards as we can create more significant class impact by investing in our economy rather than focusing on the amount of product or service we can sell.

### **Empowering communities**

“As corporations, we have the responsibility to build communities that are empowered, resilient and self-actuating—not communities that are dependent on handouts because we don’t build prosperity that way,” she said.

While efforts are being undertaken by SMC to provide basic needs to our fellowmen, poverty should be seen in a different lens. To eliminate this heavy burden on our Filipino people, a more intentional approach should be done by urging the government to continue taking steps to further ensure that the economic gains will benefit our countrymen whose lives need uplifting the most.

As the president of MAP, I encourage all our members to support and take action on addressing social development issues, especially the lack of access to healthy food and quality education, employment, health and social services and financial services.

MAP continues to take big bold steps by driving flagship projects with these

advocacies at the center. Aligned with our Campaign against Malnutrition and Child Stunting, we will continue to champion shared prosperity that contains a road map of commitments on how businesses can help uplift the poor out of poverty as manifested in their dealings toward their employees, customers, suppliers, communities where they operate, the environment and other stakeholders.

Shared prosperity requires a whole-of-society approach that goes proudly with our respective business interests. We can create a good and livable world if we are willing to collaborate among the enablers of action—the national government, local governments, other corporations, nongovernmental organizations and the beneficiaries themselves.

Converging the public, private and civil society will help solve the intractable problems today and shape the future that defines how the next generation remembers.

We should not leave anyone behind, especially our consumers and employees who make our businesses possible and prosper. It is time to give back in the best possible way and build a resilient world with a sustainable goal in mind.

As business organizations, it is important for us to understand the well-being of our employees and the people on the ground, not only as corporations and nation-builders but as decent human beings.

#### 4 "The Saga of the farmers' unrequited toil in planting rice"

(from page 1)



Mr. EDGARDO "Ed" C. AMISTAD

A popular ditty goes that "Planting rice is never fun. Bent from morn 'til the set of sun." Rice farmers nowadays would likely append to that folk ballad the lyrics, "planting rice ain't rewarding as well." After all, their average income is not quite enough to elevate them above the poverty threshold.

The plight of the farmers is rather ironic because rice is arguably our most precious commodity. It is consumed all day long, from breakfast to dinner, and anytime in between. Why then does cultivating this crop not bring about prosperity or comfort to the farmers?

There is of course a simple explanation for this phenomenon.

In determining how much profit farmers could make from planting rice, selling price is one of the most important factors to consider. The higher the selling price, the better off they would be.

Unfortunately for the farmers, their well-being goes against the consuming public's welfare. And in the clash of competing interests, the consuming public will always have the edge because politicians translate this into more votes.

The farmers' lamentable condition is further aggravated by the fact that some commentators are pinning the blame on the farmers themselves. They claim local farmers are inefficient since they cannot produce enough rice during harvest, unlike their counterparts in the region. Moreover, they assert the farmers have been protected from competition for so long that they cannot match the lower price of rice from other countries. How accurate are the critics' assumptions?

Let us take first the issue of inefficiency that leads to low productivity. The accompanying table is a selected comparison of rice yield per hectare of rice producing countries in Asia.

TABLE 1 National average total rice production, harvested area, and average yield for Vietnam, Thailand, Myanmar, Philippines, and Cambodia between 2014 and 2018

Country	Total production (Mt)	Harvested area (Mha)	Average yield (t/ha)	Irrigated rice (as % of total rice area)
Vietnam	44.0	7.7	5.69	89
Thailand	30.1	10.0	3.01	21
Myanmar	25.9	6.8	3.83	17
<b>Philippines</b>	<b>18.6</b>	<b>4.7</b>	<b>3.95</b>	<b>59</b>
Cambodia	9.9	2.9	3.41	16

SOURCE: FAOSTAT, 2020 (HTTP://WWW.FAO.ORG/FAOSTAT/EN/#DATA/QC); YOU, ET/AL., 2014

The table clearly shows that our farmers are not doing that badly. We are second to Vietnam in terms of average ton yield per hectare. Thailand is a major exporter of rice only because their land area is double our own with a lower population base.

What about land fragmentation as the cause of our supposed inefficiency? I'm afraid this contention is not backed up by hard data. Our average rice farm is 1.3 hectares. Vietnam's is 0.5, Thailand's is 1.6, and Indonesia's is 0.3. The average in Asia is a meager one hectare.

Some might argue that even if our farmers were competitive in producing rice



5 per hectare, our total harvest would still not be enough to cover the rice requirements of our population. Hence, the need to cover the deficiency with imports.

There is no rebuttal to the above argument. It is elementary that if you don't have enough supply of a certain good, then you have no choice but to acquire it from somewhere else. But in doing so, we are again forgetting the bigger issue of reforming our agriculture sector, in general, and delivering the assistance needed by the farmers to be able to produce more rice, in particular.

I have heard foreign and local economists alike parroting the mantra that if we cannot produce a certain product, like rice, at the most competitive price, we would be better off buying it from other countries that can. They even cited Singapore as a perfect example. They said the Lion City's food security index is at the top 10 ranking and yet it does not produce most of its food requirements.

What those experts failed to mention is that Singapore's population is just a fraction of our own. Securing their rice requirements is not as daunting a task as ours.

In one conference I attended in the 1990s, former National Food Authority administrator Jesus T. Tanchanco, Sr. warned the proponents of rice import dependency that during the early years of Martial Law, we experienced a debilitating rice shortage. He recounted that he was given a "blank check" by then President Ferdinand Marcos, Sr. to procure from other countries all the rice supply we need at whatever price. Unfortunately, no country was willing to sell.

What saved the day for us was the willingness of the then ruling generals in Thailand to sell us some of our rice requirements. The balance was somehow covered by a bumper corn harvest, which was mixed with the rice being retailed to increase the volume.

Let's now go to the critical issue of uncompetitive pricing. We need not belabor the point that our locally produced rice

is indeed priced higher than that in other countries in the region. The more appropriate question to ask though is, "Why is this the case?" Why can't our farmers produce rice at a lower cost? I can think of four major reasons behind this.

1. The high cost of inputs. Can the government do something to bring this down? If not, then we better think of price subsidies to have cheaper-priced rice.

2. The high number of calamities (typhoon, drought, etc.) that visit our country each year. The risk borne by our farmers is thus correspondingly higher, too.

3. The lack or absence of affordable credit to the farmers. There is a government bank mandated to cater to this need. Unfortunately, it has reneged on its obligation.

4. Inadequate post-harvest facilities, like field-drying machines, threshing, shed-drying, etc.

In all the above problems and concerns, the solutions are not within the farmers' grasp and control. All they can do is pray that those who are able to help will do their job.

In life, one of the best lessons we've learned is that in analyzing the sentiment or situation of a person, we must put ourselves in that person's shoes. I think it's time to put on the farmers' shoes. Let us feel for ourselves the burden, hardships, and frustrations they are enduring to put rice on our tables.

Finally, let us bear in mind that to succeed in providing the consuming public with enough rice at the lowest price possible, we must extend to the farmer the wherewithal to accomplish this goal for us.

*Edgardo C. Amistad is a member of the Management Association of the Philippines. He is an adviser to the Philippine Disaster Resilience Foundation.*

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## Shared prosperity: What CEOs should do

**C**ompanies are widely drawn into conversations about sustainability—actions to provide access to economic opportunities, quality education, health care and social services, among others. Yet, why do most of us don't address income and wealth in societies? Why is there so little effort in creating social mobility and eliminating inequality and barriers?



**MAPPING THE FUTURE**  
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We should not leave anyone behind, especially our consum-

ers and employees who make our businesses possible and prosper. It is time to give back in the best possible way and build a resilient world with a sustainable goal in mind.

As business organizations, it is important for us to understand the well-being of our employees and the people on the ground, not only as corporations and nation-builders but as diverse human beings.

There is no future and no least prosperity for the betterment of the country and our countrymen. We should act beyond humanistic needs. There are other ways to reciprocate the support we receive from our consumers and people, such as creating more safe spaces for them and their families. It should never be seen as fair for these disadvantaged people to feel that they do not belong in the society—everyone should be treated equally. □

**i**  
I am the author of a book titled *Mapping the Future* published by the Philippine Daily Inquirer. For more information, please contact me at [ben@bdblaw.com](mailto:ben@bdblaw.com) or [+639175511111](tel:+639175511111).

## "Shared Prosperity: What CEOs should do"

by **Atty. BENEDICTA DU-BALADAD**  
*President of MAP;  
Founding Partner and CEO of Du-Baladad and Associates (BDB Law)*

"MAPping the Future" Column in INQUIRER  
November 6, 2023

## The saga of the farmers' unrequited toil in planting rice

**A** popular idiom goes that "planting rice is never fun. Bent from manure to the set of sun." Rice farmers worldwide would likely agree to that folk belief as the lyrics, "planting rice ain't rewardin' us well." After all, their average income is not quite enough to elevate them above the poverty threshold.

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Unfortunately for the farmers, their well-being goes against the consuming public's welfare. And in the clash of competing interests, the consuming public will always have the edge because politicians translate this into more votes.

The farmers' lamentable condition is further aggravated by the fact that severe commentators are pinning the blame on the farmers themselves. They claim low efficiency is the reason since they cannot produce enough rice during harvest, unlike their counterparts in the region. Moreover, they assert the farmers have been protected from competition for so long that they cannot match the lower price of rice from other countries. How accurate are the critics' assumptions?

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**MAP INSIGHTS**  
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Some might argue that even if our farmers were competitive in producing rice per hectare, our total harvest would still not be enough to cover the rice requirements of our population. Hence, the need to cover the deficiency with imports. There is no rebuttal to this show argument. It is elementary that if you don't have enough supply of a certain good, then you have no choice but to acquire

it from somewhere else. But in doing so, we are again forgetting the bigger issue of who bears our agricultural sector's, in general, and delivering the assistance needed by the farmers to be able to produce more rice, is political.

I have heard foreign and local economists alike parroting the mantra that if we cannot produce a certain product, like rice, at the most competitive price, we would be better off buying it from other countries than ours. They even cited Singapore as a perfect example. They said the Lion City's food security index is at the top (imagine and yet it does not produce a set of food requirements).

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### National average total rice production, harvested area, and average yield for Vietnam, Thailand, Myanmar, Philippines, and Cambodia between 2014 and 2018

Country	Total production (MT)	Harvested area (70ha)	Average yield (1/ha)	Integrated rice (as % of total rice area)
Vietnam	44.5	27	1.69	20
Thailand	36.1	18.0	1.99	21
Myanmar	25.9	5.3	1.61	11
Philippines	18.5	4.7	1.55	16
Cambodia	9.3	1.4	1.4	6

SOURCE: OUR FUTURE [www.ourfutureindicators.com](http://www.ourfutureindicators.com); FAO, 2022, 2023

than President Ferdinand Marcos, Sr. to prevent other countries all the rice supply we need at whatever price. Unfortunately, no country was willing to sell.

What would the day for us see the willingness of the then ruling government Thailand to sell as some of our rice requirements. The balance is sometimes covered by a bumper crop harvest, which was

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EDGARDO C. AMISTAD is a member of the Management Association of the Philippines (MAP) and also a member of the Philippine Disaster Resilience Foundation. [ed@edc.com.ph](mailto:ed@edc.com.ph) [www.edc.com.ph](http://www.edc.com.ph)



## "The Saga of the farmers' unrequited toil in planting rice"






by **Mr. EDGARDO "Ed" C. AMISTAD**  
*Member of the Management Association of the Philippines (MAP);  
Adviser to the Philippine Disaster Resilience Foundation*

"MAP Insights" Column in BUSINESSWORLD  
November 7, 2023





PROGRAM – as of November 6, 2023

1:30 - 2:00 PM	REGISTRATION
	OPENING CEREMONIES
2:00 – 2:05 PM	Invocation / Philippine National Anthem
2:06 – 2:11 PM	Message from the Co-Presntor  <b>Mr. NEIL TRINIDAD</b> Chief Marketing Officer GCash
2:11 – 2:16 PM	Opening Remarks from the MAP President  <b>Atty. BENEDICTA “Dick” DU-BALADAD</b> Founding Partner and CEO, Du-Baladad and Associates (BDB Law)
2:16 – 2:21 PM	Message from the MAP NextGen Committee Chair  <b>Mr. CLIFF EALA</b> President and CEO BS Works
2:22 – 2:24 PM	AVP Theme Setter
2:25 – 3:05 PM	OPENING KEYNOTE  <b>MY JOURNEY AS A BUILDER OF FINANCIAL INCLUSION: 5 Lessons for my Younger Self</b> <b>Mr. CHRISTO GEORGIEV</b> Country Manager and COO, FinScore, Inc.  Moderator:  <b>Ms. MARIA CORAZON “Corrie” D. PURISIMA</b> Member, MAP NextGen Committee; Treasurer and Head of Markets and Securities Services, HSBC Phils.
3:06 – 3:25 PM	BREAK

3:26 – 4:05 PM

FIRESIDE 1 – AI and Well-being at Work



**Ms. AURELIA PAULINE “Pauline” G. FERMIN**  
 Managing Director  
 Acumen Strategic Consulting Inc.



**Ms. ELLE ADDA-LANE**  
 Founder, Fuel to Flourish  
 Workshops – Mindset Transformation



**Mr. DOMINIC “Doc” LIGOT**  
 Founder, CEO and CTO  
 Cirrolytix



**Ms. SARA VENTURINA**  
 Chief Data Officer  
 GCash

Moderator:



**Mr. RENE “Ry” ALETA LEDESMA JR.**  
 Member, MAP NextGen Committee; Executive Chief Innovation Officer, Mercado Centrale Philippines, Inc.

4:06 – 4:50 PM

Awarding Ceremony for the TRANSFORMATION CHALLENGE of the 3rd SGV-MAP NextGen CEO Transformative Leadership Program 2023

*Introduction and Background of 3rd SGV-MAP NextGen CEO Transformative Leadership Program 2023*



**Ms. ROSSANA “Rosing” A. FAJARDO**  
 Partner and PHL Consulting Head, SyCip Gorres Velayo & Co. (SGV & Co.)

*AVP – A Look Back to our Journey  
 Appreciation to the Coaches and Judges  
 Recognition of the Participants*

*Awarding of Outstanding Leader*

Moderator:



**Ms. MARIA KATHRINA “Kaye” MACAISA-PENÁ**  
 Partner for Consulting  
 SGV & Co.



4:51 – 5:30 PM

## FIRESIDE 2

Succession: Where Are You Taking Us?  
(with next-generation family conglomerates)



Ms. ANA MARIA A. DELGADO  
Institutional Banking  
Head, Chief Customer  
Experience Officer and  
Chief Digital Channels  
Officer, Union Bank of  
the Philippines



Mr. ALVIN LAO  
President and CEO  
D & L Industries, Inc.



Ms. SHEILA LINA  
Chief Transformation  
Officer  
AIR21 Holdings, Inc.



Ms. ISABELLE THERESE G. YAP  
Executive Director and  
Vice President  
East West Banking Corp.



Ms. MARIANA BEATRIZ  
E. ZOBEL DE AYALA  
SVP and Head of the  
Leasing and Hospitality  
Group, Ayala Land, Inc.

Moderator:



Mr. VLADIMIR "Vj" M.  
MANUEL  
Member, MAP NextGen  
Committee  
President and CEO, adVance  
Solutions

5:31 – 5:50 PM

## CLOSING KEYNOTE



*EMBEDDED INNOVATION:  
7 Steps to Creating  
Compelling Value*

Mr. ROLAN MARCO U. GARCIA  
Founding CEO & Managing Partner  
Embiggen Group

*(NO Q&A for this session)*

5:50 – 6:10 PM

TRANSFER FROM GRAND BALLROOM  
(3rd FLOOR) TO THE COLLAB (2nd FLOOR)

6:11 – 7:10 PM

SPEED NETWORKING AT THE COLLAB  
(Upper Deck)



Ms. MARIA GEORGIANNA  
"George" E. CARLOS  
Member, MAP Nextgen  
Committee; Founder and Pack  
Leader, Fetch! Naturals

DJ KHIM CUSTODIO to play music  
from 6:26 PM to 9:00 PM

7:10 – 7:20 PM

TRANSFER FROM UPPER DECK TO  
LOWER DECK OF COLLAB

7:21 – 9:00 PM

FREE-FLOW NETWORKING COCKTAILS AT THE  
COLLAB (Lower Deck)

8:45 PM

RAFFLE

8:55 PM

CLOSING REMARKS



Mr. CLIFF EALA  
Chair  
MAP NextGen Committee

## REGISTRATION FEES

Member	P3,000
Guest	P5,000
Academe/Government	P3,000

## SUGGESTED ATTIRE



MAP | THE UNIVERSITY OF THE PHILIPPINES | VANGUARD ACADEMY





# PASIAWORLD 2023 ANNUAL CONFERENCE



ASEAN Supply Chain Synergy in the AI Era for Cohesion and Growth  
15th-16th November 2023 | Manila Ballroom, Marriott Hotel, Philippines



**Charlie P. Villasenor**  
Chairman and CEO  
Procurement & Supply Institute  
of Asia and Transprocure



**Dr. Javier Yanez Arenas**  
MBA Director  
University of Glasgow



**Wee Lian Hong**  
Head of Program Futura,  
Procurement Business  
Excellence, Group Procurement  
Petronas



**Mudzakir**  
Minister  
Embassy of the Republic of  
Indonesia



**Samik Biswas**  
Partner and Associate  
Director  
Boston Consulting Group (BCG)



**Michelle Alarcon**  
President  
Analytics Association of the  
Philippines (AAP)



**Alvin Limquenco, CFA**  
Chief Supply Chain Officer  
Philippine Airlines



**Dr. Martin Schreiner**  
Vice President of Global  
Operations  
Vishay Intertechnology, Inc.



**Jonathan Ravelas, CTA**  
Executive Director  
Society of Technical Analysts  
(STA) of the Philippines



**Sheila Lobien**  
Chief Executive Officer  
Lobien Realty Group



**Ma. Katreena Pillejera**  
Country Manager  
Global Reporting Initiative (GRI)



**Nelson Mendoza**  
President  
United Portusers Confederation  
of the Philippines, Inc. (UPC)



**Jan de Leon**  
Contractor, Regional  
Director of Strategic  
Alliances  
Association for Supply Chain  
Management (ASCM)



**Marina Giareni**  
Vice President  
NEWS Navigation



**Tess Owen**  
Retired Vice President of  
Macy's CA, and Senior  
Trainer & Consultant of  
Procurement & Supply  
Institute of Asia



**Catherine Lipana-Gomez**  
Deals & Corporate Finance  
and ESG Partner  
PwC Philippines



**Paul Jackson**  
Regional Director of PH, VN,  
& HK  
Zycus



**Barry Elliott**  
Managing Director  
ABFI Consulting Limited of Hong  
Kong



**Nestor Martin "Jun" C.  
Marfori, Jr.**  
Director, Trainer, Senior  
Consultant & Executive  
Coach  
POWERInU



**Beth Morgan**  
Founder and CEO  
boom! Global Network



**Dinah Salonga**  
Balanced-Life Strategist  
Wisdom Institute for Leadership  
and Global Advancement (WILGA)



**Naomi Vowels**  
Director  
Givvable



**SPECIAL DISCOUNT TO COMPANIES AND GROUPS COMING TOGETHER!**



# MAP GOLF CUP 2023

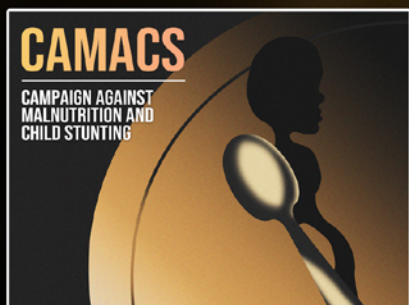
## for Corporate Social Responsibility

**NOVEMBER 21, 2023 | TUESDAY**

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



### BENEFICIARY



### REGISTRATION RATES

MAP Member or Guest	
Wack Wack Member	P3,000
Non-Wack Wack Member	P8,500

## PARTNERS

### DIAMOND PARTNER



### SILVER PARTNERS



### HOLE-IN-ONE PARTNER



### BRONZE PARTNERS



### HOLE PARTNERS

- Aboitiz Power Corporation ■ Ayala Corporation ■ Camp John Hay Manor ■ C&G Law
- DDB Philippines ■ El Construction Co. ■ Emmanuel C Alcantara & Associates Law Offices
- Gardenia Bakeries (Phils.) ■ International SOS (Phils.) ■ Metro Retail Stores Group
- MRT Development Corporation ■ Novellino Wines ■ One Meralco Foundation
- Philippine Coffee Board ■ Reyes Tacandong & Co. (RT&Co.) ■ Robinsons Bank Corporation
- Romulo Law Offices ■ Suarez & Narvasa Law Office ■ UnionBank



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AND BRITISH CHAMBER OF COMMERCE.

# Luca

## IN CONCERT



A special RP-UK  
Friendship Presentation

★ FEATURING ★

# LUCA BRUGNOLI

2022 BBC BEST MALE CHORISTER OF THE YEAR

NOVEMBER 22, 2023 8:00PM

LIVE AT

CARLOS P. ROMULO AUDITORIUM  
RCBC PLAZA

WITH STEINWAY ARTIST &  
GLOBAL AMBASSADOR,  
**DOMINIC FERRIS,**

BRITISH DANCER,  
DARCEY REDMAN  
AND PHILIPPINE SOPRANO  
SINGER FROM NAMCYA,  
REGINA SABAN



TICKETS ARE AVAILABLE AT

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PREMIUM: PHP 3,000  
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BALCONY: PHP 1,000  
GALLERY: PHP 500

EXCLUSIVE OF TICKET CHARGE

THIS CONCERT IS FOR THE BENEFIT OF UNDERPRIVILEGED CHILDREN, AND SCHOLARS OF NATIONAL  
MUSIC COMPETITIONS FOR YOUNG ARTISTS FOUNDATION (NAMCYA)



**PART 1**

**MAP Annual General Membership Meeting**

**PART 2**

*and*

**MAP Management Person  
of the Year 2023**

**• AWARDING CEREMONY •**

**November 28, 2023 | Tuesday**

11:30AM - 2:00PM

Grand Ballroom A & B, Level 3, Shangri-La The Fort

**Awardee**



**Mr. ERNESTO "Ato" TANMANTIANG**

*President and CEO*

*Jollibee Foods Corporation*

**Registration Fees**

MAP Member	FREE
Guest	P3,000





# Shared Prosperity

A Project of the MAP Committee on Shared Prosperity

**NOVEMBER 28, 2023 | TUESDAY**

2:00PM - 6:00PM

 Grand Ballroom C, Shangri-La The Fort

co-presented by



**THE WORLD BANK**  
IBRD • IDA



**OPENING KEYNOTE SPEAKER**

**Dr. NDIAMÉ DIOP**

Country Director for the Philippines,  
Malaysia, Thailand and Brunei  
WORLD BANK



**KEYNOTE SPEAKER**

**Ms. NANETTE MEDVED-PO**

Chairperson  
PO FAMILY COUNCIL

\*Other speakers to follow.

**REGISTRATION FEES**

MAP Member

**FREE**

Guest

**P2,500**

GOLD SPONSOR



Circular No. 070 - 2023



# “The Business MAP”

segment of MAP in CNN Philippines’ “The Final Word with Rico Hizon”  
EVERY WEDNESDAY



**September 27, 2023**

Assessing Marcos' rejection of proposed cut in rice tariffs | The Final Word featuring **Dr. Cielito F. Habito, Governor-in-Charge of MAP Agribusiness Committee**

Watch this episode through:

<https://www.youtube.com/watch?v=6DI7LjMOhiU>



**October 4, 2023**

Supporting PH tourism's recovery, resiliency | The Final Word featuring **Ms. Alma Jimenez, Adviser for MAP Flagship Programs; Vice Chair of MAP Tourism Committee; and Chair of MAP CEO Conference Committee**

Watch this episode through:

[https://youtu.be/dHj\\_TfWrCX8?si=ISpTNVYhWGSAyYxS](https://youtu.be/dHj_TfWrCX8?si=ISpTNVYhWGSAyYxS)



**October 11, 2023**

Supporting PH start-ups, emerging businesses | The Final Word featuring **Atty. Alex Cabrera, MAP Vice President and Governor-in-Charge of the MAP Tech Start-up Committee**

Watch this episode through:

[https://www.youtube.com/watch?v=Bu5\\_5jauBIE](https://www.youtube.com/watch?v=Bu5_5jauBIE)



**October 18, 2023**

Branding PH as tourist, investment destination | The Final Word featuring **Mr. JUNIE DEL MUNDO, Chair of the MAP Tourism Committee**

Watch this episode through:

[https://www.youtube.com/watch?v=UIn\\_IgDb3LQ](https://www.youtube.com/watch?v=UIn_IgDb3LQ)



**October 25, 2023**

Achieving, shaping success for younger generations | The Final Word featuring **Mr. CLIFF EALA, Chair of the MAP NextGen Committee**

Watch this episode through:

<https://youtu.be/1z7hkswLJzU?si=F-KsLiXO0eOKQPUXh>





July 12, 2023  
MAP GMM on Business Opportunities in ASEAN



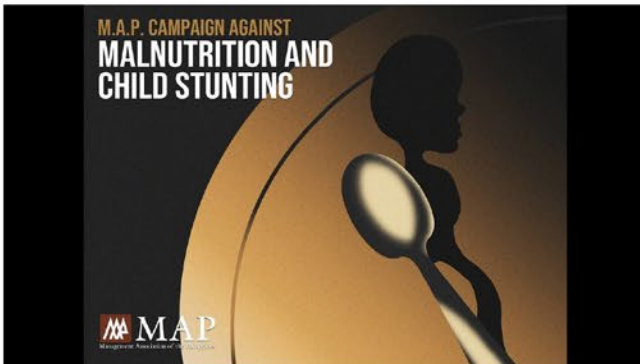
MAP Activities (loop)



About MAP



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



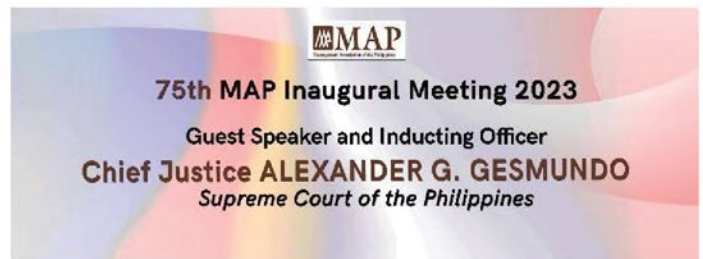
MAP Campaign against Malnutrition and Child Stunting



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



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



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





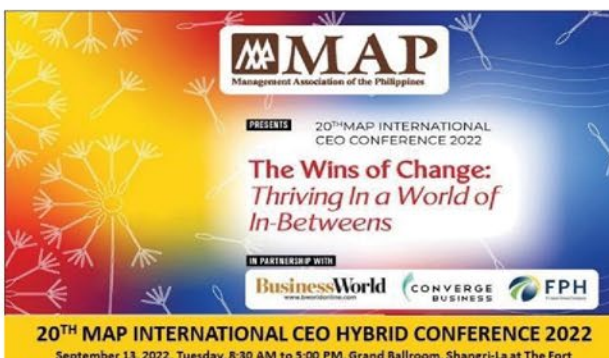
**November 22, 2022**  
**MAP Annual General Membership Meeting and**  
**“MAP Management Man of the Year 2022”**  
**Awarding Ceremony**



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



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



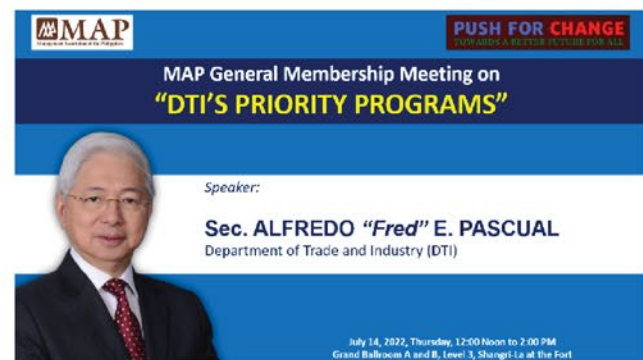
**September 13, 2022**  
**MAP International CEO Hybrid Conference**



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



**August 19, 2022**  
**MAP GMM**



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



**July 1, 2022**  
**MAP Webinar**



**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting **"LEADERSHIP IN OUR NEW WORLD"**  
A Project of MAP ICI Committee

JUNE 23, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM

Speakers:

**Dr. DAVID R. HARDOON**  
Managing Director  
Attila Data Innovation

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

**Mr. PAUL WHITTEN**  
Cloud Advocate  
Red Hat Asia Pacific

Co-Moderators:

**Mr. PATRICK D. REIDENBACH**  
Chair, MAP ICI Committee  
President, UbiquitousDataSolutions, Inc. (US 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** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

MAP General Membership Meeting  
A Project of MAP ESG Committee

**INTEGRATING ESG IN THE WAY WE DO BUSINESS**

SPEAKERS:

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

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

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

ENCSR:

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

Q&A MODERATOR:

**Atty. ALEXANDER B. CABRERA**  
General Chair, MAP ESG Committee  
Chair Emerita and ESG Leader  
the Issues & Co. (PwC) Philippines

MAY 19, 2022, THURSDAY, 12:30 PM to 2:30 PM via ZOOM

**May 19, 2022**  
**MAP GMM**

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

May 2, 2022, Monday, 4:30 PM  
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  
AutoPublic (Singapore)

Moderator:

**Dr. BENITO L. TEEHANCHEE**  
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**

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

APRIL 29, 2022, Monday, 10:00 AM  
A Project of MAP Human and Management Development Committee (HMDC)

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

Speakers:

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

**Ms. ANA MARGARITA MONTIVEROS**  
PwC US President and Chief Reputation & Sustainability Officer  
Apollo Equity Ventures, Inc.

**Mr. SANTIAGO F. DUMLAOG, JR.**  
Executive, GEM  
Philippine Green & Sustainable Investment (PGSI) Authority in Asia (PGSIA)

**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  
Assistant Director, Manila Observatory

**Ms. RACQUEL B. CAGURANGAN**  
Co-Vice Chair for MAP ESG Committee  
VP for Environmental, Asian Mutual Co. Ltd.

**April 29, 2022**  
**MAP Webinar**

**MAP** **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, Investment & Tourism 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. SORRALDA**  
Chair, MAP Agribusiness Committee  
Chair and CEO, Teem Hospitality Corporation

**Mr. CHARLES P. VILLALOBSON**  
Chair, MAP Trade, Investment & Tourism Committee  
Chair and CEO, PASA, TradePromote and PASA Shared Services

**April 29, 2022**  
**MAP Webinar**

# HAPPY BIRTHDAY!

TO THE FOLLOWING MAP MEMBERS WHO WILL BE CELEBRATING THEIR BIRTHDAYS WITHIN NOVEMBER 2023!

## NOVEMBER 1

**Mr. JUAN MANUEL HOYOS**  
President, Nissan Philippines, Inc.

## NOVEMBER 2

**Mr. BENEDICT "Benny" QUE**  
General Manager, Golden Prince Hotels & Suites (Cebu)  
**Mr. ROMEO "Romy" D. UYAN JR.**  
COO, China Banking Corporation

## NOVEMBER 3

**Ms. NERISSA "Neri" S. REYES.**  
President, AVANTI People Partnership International, Inc.

## NOVEMBER 4

**Mr. JERAHMEEL FANDRALL "Jer" B. CHEN**  
Chief Innovation Officer, National Development Company (NDC)  
**Mr. CHARLES A. GAMO**  
Director, Strategic Investments, PTC Holdings  
**Ms. GWENDOLYN "Gwen" DE LARA KELLEY**  
Chief Technology Officer, The Insular Life Assurance Co., Ltd.  
**Mr. EDGARDO "Ed" G. LACSON**  
President, MIS Maritime Corporation  
**Atty. CAROLINA FRANCISCA "Carol" A. RACELIS**  
General Counsel and Tax Partner and EY Asean Tax Quality Leader, SGV & Co. (EY Philippines)  
**Ms. KRISTINE "Tin" ROMANO**  
Managing Partner, McKinsey & Company  
**Mr. DONAVAN YU**  
CEO, Journeytech, Inc.

## NOVEMBER 5

**Mr. FEDERICO "Fred" V. BORROMELO**  
**Mr. ANTONIO "Tito" A. HENSON**  
Chair and CEO, Access and Projects Management, Inc.

## NOVEMBER 6

**Mr. J.V. EMMANUEL "Jocot" A. DE DIOS**  
President and CEO, Manila Water Company, Inc.  
**Mr. DENIS H. NIXON**  
President, Cornerstone Performance International Inc.  
**Mr. ROBERT JASON "Jason" TORRES**  
Head of Corporate Affairs Group, Megawide Construction Corporation

## NOVEMBER 7

**Mr. J. ANTONIO "Jun" A. CABANGON JR.**  
Chair and CEO, Fortune General Insurance Corporation

## NOVEMBER 8

**Mr. JOSE MARI "Jomari" H. BANZON**  
President, SM Development Corporation  
**Mr. OSCAR J. HILADO**  
Chair Emeritus, PHINMA Corporation



# HAPPY BIRTHDAY!

TO THE FOLLOWING MAP MEMBERS WHO WILL BE CELEBRATING THEIR BIRTHDAYS WITHIN NOVEMBER 2023!

## NOVEMBER 9

**Ms. MINUEL CARMELA “Mela” N. FRANCO**  
EVP and Chief Corporate Officer, Vivant Corporation

**Engr. FERDINAND “Ferdie” G. INACAY**  
Exec. Adviser to the Council, Global Comfort Group Corp.

**Mr. MICHAEL “Mike” P. LIWANAG**  
SVP and Chief of Staff to the JGS CEO and President, JG Summit Holdings, Inc.

**Mr. RENATO “Rene” C. SUNICO**

**Mr. SALVADOR “Dory” G. TIRONA**  
President, COO and CFO, Lopez Holdings Corporation

**Ms. LOURDES GRACE “Grace/Des” B. MAPALAD**  
President, TransGlobal Consolidators, Inc.

**Mr. BENJIE “Benjie” YAP**  
Chair and CEO, Unilever Philippines

## NOVEMBER 12

**Mr. ARISTOTLE JOSEPH “AJ” C. ADIVISO**  
CEO, President and General Manager, SA Technologies Philippines, Inc.

**Ms. ROSITA CERES “Nanette” LEGASPI-AGUAS**  
Human Resources Head, UL Skin Sciences Incorporated, United Laboratories Inc.

**Ms. ANFENG “Jane Wan” WAN**  
VP - Business Development, Philippine Oppo Mobile Technology Inc.

## NOVEMBER 10

**Atty. EMERICO “Rico” O. DE GUZMAN**  
Of Counsel, ACCRALAW

**Mr. WILLIAM “Willy” L. LIM**  
President, Eastern Wire Manufacturing, Inc.

**Mr. MANUEL “Dmi” LOZANO**  
SVP, CFO and CIO, Aboitiz Equity Ventures, Inc.

**Mr. JOSE “Joe” E. MADDATU**  
Managing Director, ENZI Corporation

## NOVEMBER 13

**Atty. SAMUEL “Sammy” O. ABELLERA**  
Chair and President, Kamayan International, Inc.

## NOVEMBER 14

**Mr. IBRAHIM “Ibba” R. BERNARDO**  
Co-Founder, Packworks

**Ms. DORIS MAGSAYSAY HO**  
President and CEO, Magsaysay Maritime Corporation

**Mr. VIRGILIO “Ver” L. PEÑA**  
Director, Everest Academy Manila

**Gov. AMANDO “Say” M. TETANGCO JR.**  
Chair, SM Investments Corporation (SMIC)

## NOVEMBER 15

**Mr. KELVIN ANG**  
CEO, AIA Philippines (formerly AIA Philam Life)

**Mr. CLARO “Cid” P. BONILLA**  
CFO, UNO Digital Bank / UNObank, Inc.

## NOVEMBER 11

**Mr. FELIX ENRICO “Rico” R. ALFILER**  
Vice Chair, Philippine National Bank (PNB)

**VP JEJOMAR “Jojo” C. BINAY**  
Former VP, Republic of the Philippines

**Atty. FREDIERIC “Eric” B. LANDICHO**  
Managing Partner and CEO, Landicho Abela & Co. (LACO)

**Mr. GUILLERMO “Guilly” D. LUCHANGCO**  
Chair and CEO, The ICCP Group of Companies



# HAPPY BIRTHDAY!

TO THE FOLLOWING MAP MEMBERS WHO WILL BE CELEBRATING THEIR BIRTHDAYS WITHIN NOVEMBER 2023!

## NOVEMBER 16

**Ms. MA. SALVE "Salve" I. DUPLITO**  
President, Empower and Transform, OPC

**Ms. FAY ANGELICA "Fay" SUPREMO**

**Ms. MARIA ROWENA VICTORIA "Row" M. TOMELDAN**

President and CEO, AyalaLand Logistics Holdings Corporation

## NOVEMBER 17

**Mr. CARLOS "Do" C. EJERCITO**  
Chair, Northern Access Mining Inc. (NAMI)

**Mr. ALBERT MITCHELL "Mitch" LARRAZABAL LOCSIN**

FVP, PLDT, Inc.

**Mayor CEZAR T. "Cezar/Zar" QUIAMBAO**  
Mayor, Municipality of Bayambang, Pangasinan

## NOVEMBER 18

**Dr. FERMIN D. ADRIANO**  
Independent Consultant, World Bank

**Mr. DOM FREDRICK "Dom" S. ANDAYA**  
Senior Director and Head of Tenant Representation, Colliers Philippines

**Mr. EFREN C. CARINGAL JR.**  
COO, Insular Life or InLife

**Mr. AMADO "Odon" DEL ROSARIO**  
Corporate Affairs Director, PGA Cars, Inc.

## NOVEMBER 19

**Consul-Gen. VICENTE "Vince" J. CARLOS**  
Honorary Consul General, Consulate of the Republic of Cote d'Ivoire

## Ms. CELESTE M. JOVENIR

Special Projects Lead on ESG Transformation Initiative, ACEN Corporation

## Mr. AUGUSTO "Gus" C. LAGMAN

President, Logic Management, Inc.

## NOVEMBER 20

## Ms. ROSSANA "Rosing" A. FAJARDO

Partner and PH Consulting Head, SGV & Co. (EY Philippines)

## Mr. KRISTOFFER EDUARD "Toff" M. RADA

Head of Public Policy and Government Relations for the Philippines, Malaysia and Brunei, ByteDance

## NOVEMBER 21

## Mr. ANTHONY "Tony" B. SOTELO

President and CEO, J Anthony Management Consultants, Inc.

## Ms. ANNBEL "Ambe" C. TIERRO

Country Managing Director, Accenture, Inc. (Philippines)

## NOVEMBER 22

## Ms. MARIA GRACIA PIA "Pia" L. ARELLANO

President and CEO, Transunion Information Solutions, Inc.

## Ms. MARIA CECILIA "Lia" O. FRANCISCO

Founder and CEO, CreditBPO Tech, Inc.

## Mr. CECILIO PAUL "Paul" D. SAN PEDRO

President and CEO, Sterling Bank of Asia, Inc.

## NOVEMBER 23

## Mr. LANCE Y. GOKONGWEI

President and COO, JG Summit Holdings, Inc.

## Ms. KATHRINA "Karrie" CAPELLAN ILAGAN

Managing Director, Cisco Systems Management B.V.

## Mr. HERNAN P. SAN LUIS

Treasurer, Beyond Property Management Services



# HAPPY BIRTHDAY!

TO THE FOLLOWING MAP MEMBERS WHO WILL BE CELEBRATING THEIR BIRTHDAYS WITHIN NOVEMBER 2023!

## NOVEMBER 24

**Mr. JOSE EDUARDO “Joey” B. ANTONIO**  
Chair, Century Properties Group, Inc.

**Mr. REGINALDO ANTHONY “Reggie” B. CARIASO**  
SVP and Head of Strategy, Products and Support - Corporate Banking, Bank of the Philippine Islands (BPI)

**Ms. MARIA VICTORIA “Marivic” C. ESPAÑO**  
Former Chair and CEO, P&A Grant Thornton

**Ms. MARIA CRISTINA “Teh” R. OPINION**  
President and CEO, bneXt

**Mr. STEVEN TAN**  
President and CEO, Bermaz Auto Philippines, Inc.

## NOVEMBER 25

**Mr. ANTONIO “Tony” S. LOPEZ**  
President and CEO, BizNewsAsia Philippines, Inc.

## NOVEMBER 26

**Mr. RAY SILVESTRE “Ray” N. CANILAO**  
President and CEO, Global Executive Solutions Group, Inc.

**Mr. NAPOLEON “Polly” L. NAZARENO**  
**Amb. ALFREDO “Fred” M. YAO**  
Chair, Zesto Corporation

## NOVEMBER 27

**Mr. JOHN REINIER “Reinier” H. DIZON**  
VP for Strategy and Business Development, Republic Cement & Building Materials, Inc.

**Mr. RUDY G. FULO**  
President, Cargohaus, Inc.

**Ms. ELIZABETH “Beth” H. LEE**  
CEO, eMotors, Inc.

**Mr. ANTONIO “Tony” A. LOPA**  
Chair and President, EquitiWorld Securities, Inc.

**Ms. VICKY CASTILLO “Vicky” L. TAN**  
Deputy President, SteelAsia Manufacturing Corporation

## NOVEMBER 28

**Mr. RENATO “Rene” M. TANSECO**  
Chair and CEO, Automated Technology (Philippines), Inc.

## NOVEMBER 29

**Ms. KATHERINE “Trin” P. CUSTODIO**  
Executive Director, World Wide Fund for Nature or WWF Philippines

**Mr. IAN R. GARCIA**  
CEO, TSM Shipping (Phils.), Inc.

## NOVEMBER 30

**Ms. MAUREEN EVA BELEN**  
Vice President, Centre Medicale Internationale

**Mr. J. CARLITOS “Itos” G. CRUZ**

**Ms. MARIANNE “Maan” B. HONTIVEROS**  
Managing Director, CEO Advisors, Inc.



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

*Please do the following:*



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



Check your **VIBER**



Check your **EMAILS**  
regularly

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)