The MAP MEMO

MAP Management Association of the Philippines
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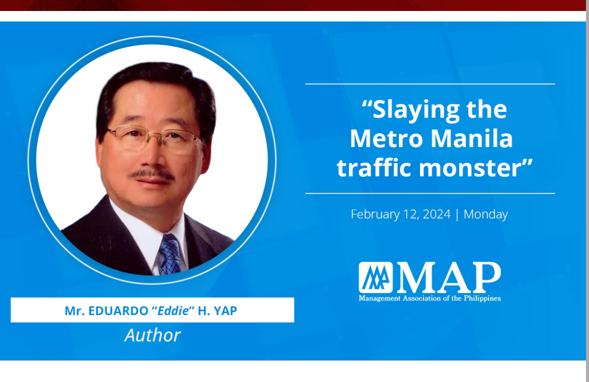

MAPPING THE FUTURE | COLUMN IN INQUIRER

"Slaying the Metro Manila traffic monster"

by **Mr. EDUARDO "*Eddie*" H. YAP**
Chair of MAP Transportation and Infrastructure Committee
Proponent of the EDSA Busway
President and CEO of Clairmont Group

The title of Manila having the worst traffic in the world, conferred by a global traffic monitoring firm, is affirmation of a known fact that has greatly cost the economy and damaged the welfare of the people. The solution to the severe bus transportation problem on the defunct yellow bus lanes indicates that this multi-decade long traffic problem is similarly not impervious to alleviation. But there is no single silver bullet to slay this traffic monster. Rather, a holistic approach with a paradigm shift in traffic management strategies and practices is essential.

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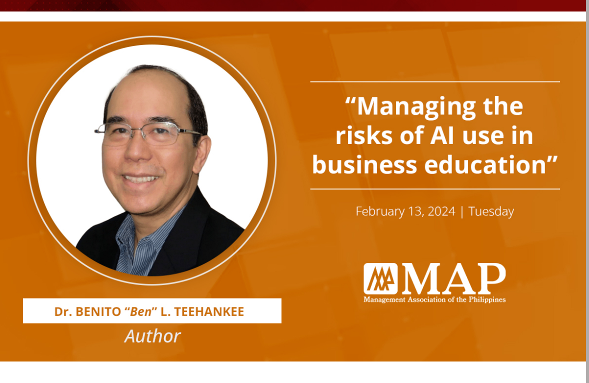
MAP INSIGHTS
COLUMN IN BUSINESSWORLD



MAP INSIGHTS | COLUMN IN BUSINESSWORLD

"Managing the risks of AI use in business education"

by **Dr. BENITO "*Ben*" L. TEEHANKEE**
Chair of MAP Shared Prosperity Committee
Member of CHED's Technical Committee on Business Administration, Entrepreneurship and Office Administration
Full Professor of Management and Organization at DLSU

In the Philippines, the Commission on Higher Education (CHED) has adopted an outcomes-based education approach with the primary goal of developing key competencies among college students. Because of its mandate to "promote relevant and quality higher education," CHED calls on higher education institutions to produce not just graduates, but highly competent professionals ready to contribute effectively to national development.

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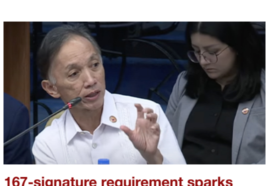
SHARED ARTICLES



167-signature requirement sparks concern for foreign investors in PH renewable energy
by Chino S. Leyco
Manila Bulletin | February 12, 2024

Is economic Cha-cha urgent?
by Cielito F. Habito
Inquirer.net | February 13, 2024

One nation, one Constitution
by VIRTUAL REALITY - Tony Lopez
The Philippine Star | February 13, 2024

World Bank's Policy Note on "Better Internet for All Filipinos: Reforms Promoting Competition and Increasing Investment for Broadband Infrastructure"

Dear MAP Member:

We are pleased to share with you a copy of the **World Bank's Policy Note on "Better Internet for All Filipinos: Reforms Promoting Competition and Increasing Investment for Broadband Infrastructure"** which was provided to MAP by the Better Internet PH --- a coalition of stakeholders pushing for accessible, reliable, affordable, and secure Internet for all Filipinos.

Get a copy here!

MAP Secretariat

MAP THEME

MAP Management Association of the Philippines 2024

In navigating the complexities of an ever-evolving domestic and global landscape, embracing relevant leadership in business and government is not just an option but a necessity and a continuous journey towards a progressive future.

In line with this theme, MAP pursues the following five (5) main thrusts:

MEMBER ENGAGEMENT

We will ensure the relevance of the topics and issues to be taken on in the MAP's general membership meetings (GMMs) and other activities. The objective is to engage the membership in a more meaningful way. The programs will be executed to be interactive and engaging, discussing relevant topics and developments so as to benefit the members, their companies and the economy.

We will endeavor to have topics and resource persons who can stimulate and engage with our members.

We will expand outside Metro Manila to the key cities where we can engage new members and, through technology, enable their virtual participation in our various activities. This will be our way of helping expand business and economic development benefits to the rest of the country.

COUNTRY COMPETITIVENESS

Recent economic realities, together with globalization, highlight the need to enhance our country's competitiveness, as all the other economies are so doing.

To help improve the global competitiveness of the Philippines, we will push for vital policy reforms, through executive or legislative action, that will eliminate corruption, improve the ease of doing business, ensure food security through agricultural productivity, and sustain an enabling business environment for local and foreign investors. The aspiration is to attract greater and more diverse job-creating investments for more Filipinos to be gainfully employed.

ESG AND SHARED PROSPERITY

We need to respond to the reality of heightened economic inequality and the adverse long-term effects thereof. We will push for the discourse and actions to encourage our members' companies towards shared economic prosperity for all, environment and climate action, and principled business practices and governance.

INNOVATION, TECHNOLOGY AND DIGITALIZATION

With the recent technological developments that threaten jobs and the present workforce, we encourage action to prepare for the transitions. It is important that we encourage proper technology adoption, innovation and digitalization to address these evolutionary challenges.

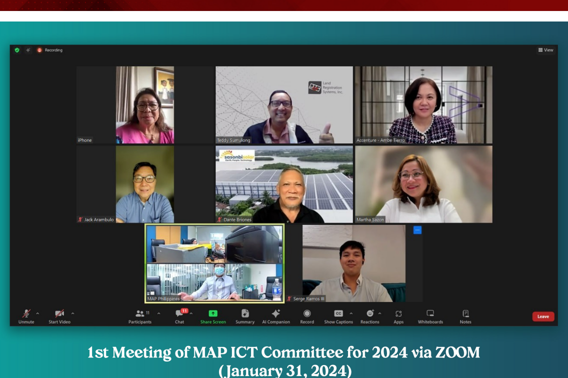
We also see digitalization as the key to improving the quality of service for the Filipinos and addressing corruption, both in the private and public sectors.

INVESTING IN THE YOUTH

With increased global competitive realities, the development of competencies and well-being of the Filipino, especially the youth, is now more critical.

We will continue the Campaign against Malnutrition and Child Stunting or CAMACS and we will advocate for government and the private sector to pursue relevant education, health and wellness programs, particularly for the youth. The objective is for them to become productive members of society, with competitive skills and capacity that will ensure a progressive economy of the future.

MAP EVENT HIGHLIGHTS



1st Meeting of MAP ICT Committee for 2024 via ZOOM (January 31, 2024)

(L-R) MAP ICT Committee Chair Helen P. Macasaet, Co-Vice Chair Eduardo "Teddy" G. Sumulong, Members Ambe C. Tierro, Joaquin "Jack" L. Arambulo, and Dante M. Briones, Governor-in-Charge Martha "Marts" M. Sazon, MAP Executive Director Arnold P. Salvador and Member Sergio "Serge" Oñate Ramos III.

Not in photo are Members Rodelio "Dode" C. Arcilla, Lia Francisco and Charlie P. Villaseñor.

Meeting of the MAP Shared Prosperity Committee via ZOOM (February 12, 2024)

(L-R) MAP Shared Prosperity Committee Chair Ben Teehankee, Members Teddy Kalaw, Jun Cabochan, Antonio Yap, Joanne Co-Pua, Ed Pangan, Joey Bermudez, Mar Gatus, MAP Executive Director Arnold Salvador, and Member Ramon Segismundo.

Not in photo are Members Grace H. Aguiling-Dalisay and Ernesto C. Santiago.

EDSA BUSWAY CONCOURSE
Groundbreaking Ceremony

February 13, 2024 | 9:00 AM | SM North EDSA

(L-R) MAP Transportation and Infrastructure Committee Member Jorge M. Yulo, Chair Eduardo H. Yap, and Member Fiorello R. Estuar.

(L-R) Department of Transportation (DOTr) Asec. James Melad, Metropolitan Manila Development Authority (MMDA) Chair Romando S. Artes, SM Supermalls President Steven Tan, DOTr Secretary Jaime J. Bautista, SM Prime Holdings, Inc. President Jeffrey Lim, MAP Transportation and Infrastructure Committee Chair Eduardo H. Yap, and Department of Public Works and Highways (DPWH) Undersecretary Robert Bernardo.

DOTr Secretary Jaime J. Bautista

MAP Transportation and Infrastructure Committee Chair Eduardo H. Yap and MMDA Chair Romando S. Artes.

FORTHCOMING MAP EVENTS

MAP Management Association of the Philippines

Membership engagement is a key thrust of your 2024 MAP Board of Governors. The 2024 MAP General Membership Meetings will feature an exciting line-up of keynote speakers, all of whom were carefully selected to engage you on these key themes:

In the **BIG ISSUE** Series, speakers will tackle geopolitics, economics, and current burning issues, and how they will impact your business.

The **LEADERS** Series will feature speakers who will talk about how they lead in challenging times and how you can lead your organizations.

The **INSPIRED** Series will feature speakers who will talk about creativity and how they have approached the world from a different perspective.

WATCH OUT FOR FURTHER ANNOUNCEMENTS!

MAP Management Association of the Philippines

As part of the **BIG ISSUE Series**, HSBC Economist ARIS DACANAY will share his outlook on the Philippine economy in 2024. Join us for this thought-provoking session that will be moderated by Dr. Ciel Habito, Chairman of Brain Trust, Inc.

MAP ECONOMIC BRIEFING AND GENERAL MEMBERSHIP MEETING

WEDNESDAY
11:30AM-2:00PM
February 21, 2024
Shangri-La The Fort
Grand Ballroom A&B

SPEAKER
Aris Dacanay
Economist for HSBC

MODERATOR
Dr. Cielito F. Habito
Chairman of Brain Trust, Inc.

REGISTER NOW!

MAP Management Association of the Philippines

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Website: map.org.ph

February 1, 2024

MAP Circular No. 003-2024

Subject: **February 22, 2024 (Thursday) State of Climate Change Forum with DENR Secretary MARIA ANTONIA YULO-LOYZAGA**

Dear MAP Member,

On behalf of the Management Association of the Philippines (MAP) and the Philippine Disaster Resilience Foundation (PDRF), it is my pleasure to invite you to the **State of Climate Change Forum with DENR Secretary MARIA ANTONIA YULO-LOYZAGA** on **February 22, 2024**, Thursday, from **11:00 AM to 2:00 PM** at the **Ballroom 2 of Fairmont Makati**. This Forum is co-organized with the Makati Business Club.

The Forum is primarily aimed at undertaking a comprehensive evaluation of the current state of Climate Change in the Philippines following the conclusion of COP28, and seeks to pinpoint the key challenges and vulnerabilities that various sectors face due to the changing climate. Furthermore, the event will serve as a platform for stakeholders to exchange best practices and innovative solutions that could bolster climate resilience. Additionally, the Forum intends to facilitate the exploration of potential partnerships and collaborative efforts that can drive sustainable development.

The Forum will start with Registration at 11:00 AM while lunch will begin at 11:30 AM. **PDRF Co-Chairs MANUEL V. PANGILINAN** and **JAIME AUGUSTO ZOBEL DE AYALA** will deliver brief remarks before **Secretary Yulo-Loyzaga**'s keynote address. The Secretary's remarks will be followed by a High-Level Panel Discussion.

We hope that you will be able to join us for what promises to be a productive and enlightening Forum. Your expertise and contributions to the country's resilience and sustainability would be immensely valuable to the discussions and proceedings of the Forum.

Registration is FREE but the limited seats have to be distributed on "first come, first serve" basis. If you are interested to join, please confirm your participation quickly thru the following link:

https://docs.google.com/forms/d/e/1FAIpQLScCNi6I7-frB0tPtNQlSwr6AAFzYT_bjCQXlenPaN4iKopqwA/viewform?usp=sf_link

Thank you for considering our invitation to be a part of the Forum that could redefine our collective approach to Climate Change and sustainability.

Sincerely yours,

RENE D. ALMENDRAS
MAP President

REGISTER NOW!

MAP TALKS ON YOUTUBE

CLICK HERE

Happy Birthday!

to all MAP Members who are celebrating their birthdays in **February 2024**!

View the February Birthday Celebrants HERE

MAP Management Association of the Philippines

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 MAP Secretariat for more information through:
Tel.: +632 7751-1151 to 52 E-mail: map@map.org.ph / map.philippines@map.org.ph

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