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The MAP MEMO

MAP Management Association of the Philippines
ELECTRONIC WEEKLY NEWSLETTER OF THE MANAGEMENT ASSOCIATION OF THE PHILIPPINES
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MAPPING THE FUTURE
COLUMN IN INQUIRER

MAPPING THE FUTURE | COLUMN IN INQUIRER

"Personal Governance and Dream Philippines 2046"

by **Mr. REX C. DRILON II**
Governor-in-Charge of the MAP Cluster on ESG and Shared Prosperity
Vice Chair of the Center for Excellence in Governance (CEG)

In continuation of my article featured last Jan. 15, 2024, the second and final phase of crafting and executing a person's Plan of Life involves the building of that person's personal balanced scorecard. A big majority of strategic plans (whether country, government agencies, business and social enterprises) fail because of faulty execution or no execution at all. To ensure that the person's strategy map is implemented properly, there is a need to develop for each of his key objectives the measures, baselines and targets, both for the short term and the long term. In addition, he has to embark on key initiatives that will ensure achievement of the key objectives.

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MAP INSIGHTS
COLUMN IN BUSINESSWORLD

MAP INSIGHTS | COLUMN IN BUSINESSWORLD

"Why is my coffee so expensive?"

by **Ms. CHIT JUAN**
Co-Vice Chair of MAP Environment Committee
AWEN Chair from 2016 - 2018
PHILWEN Trustee
Member of AWEN's Advisory Council
1st Vice President of the ASEAN Coffee Federation

I had recently been in touch with women coffee farmers from Mindanao and they all had the same issues about logistics. From the rugged road of their town to Davao City, a small farmer is at a loss on how to navigate the supply chain challenges. She can send her produce by bus and ask the conductor to drop the coffee off at a station in Pasay City, or go to a proper cargo agent. The cargo service will, of course, charge her volume weight, making her landed price uncompetitive.

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SHARED ARTICLES

CCCI GMM 2024 Showcases Visionary Leadership, Strategic Insights, and Vibrant Community Unity
by Cebu Chamber of Commerce & Industry, Inc.
Feb 28, 2024 | LinkedIn

Seven-point agriculture agenda
by Cielito F. Habito
Feb 27, 2024 | Philippine Daily Inquirer

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

Meeting of the MAP Transportation and Infrastructure Committee with DOTr Secretary JAIME J. BAUTISTA (February 16, 2024)

Secretary Bautista and members of his team met with the Transportation and Infrastructure Committee (TIC) of the Management Association of the Philippines (MAP) recently and engaged the group in an in-depth and constructive discussion of MAP's Holistic Plan to address the Traffic Crisis. He demonstrated a clear understanding and keen appreciation of the Metro Manila traffic problem and the damage it is causing to the national economy and society.

(seated l-r) Mr. JORGE M. YULO, President and CEO, I Document Corporation; TIC TWG Chair JOSE P. DE JESUS, Chair, Converge Pure Fiber Technology; TIC Vice Chair GLICERIO V. SICAT, Consultant, Inter Pacific Capital Corp.; TIC Chair EDUARDO H. YAP, President and CEO, Clairmont Group; DOTr Secretary JAIME J. BAUTISTA; Sec. ROGELIO L. SINGSON, President and CEO, Metro Pacific Tollways Corporation (MPTC); DOTr Usec. REINIER YEBRA, COS and Legal; DOTr Usec. ELMER SARMIENTO, Maritime; and OIC-Asec. JESUS NATHANIEL GONZALES, Finance and Comptrollership.

(standing l-r) MAP Executive Director ARNOLD P. SALVADOR; Dr. CORAZON PB. CLAUDIO, Convenor-. Chair, Climate Action and Sustainability Alliance (CASA); Mr. RICARDO S. GUEVARA, Chair and CEO, Guevent Investments Development Corporation; Arch. ERNESTO S. ISLA, President and CEO, EI Construction Co. Inc.; Mr. JOSE BASANIO T. ALDON, Managing Director and CEO, AXI LNGAS Inc.; Mr. ROMEO G. DAVID, Chair and President, BNL Management Corporation; Ms. MARY JADE T. ROXAS-DIVINAGRACIA, Managing Partner for Deals and Corporate Finance, Isla Lipana & Co./ PwC; Mr. KARL RUSSEL S. MENIL, Vice President, PRO-MS Forwarding Services, Inc.; Asec. VIGOR MENDOZA, LTO; Asec. JORJETTE AQUINO, Rail; Atty. CECIL GOTAMCO, Technical Asst., Planning; Asec. JOSE F. LIM, IV, Road; Atty. PAUL AUSTRIA, LTFRB; Mr. CHARLIE DEL ROSARIO, Special Action and Intelligence Committee for Transportation (SAICT); and Chairman JESUS FERDINAND ORTEGA, OTC.

USPHILIPPINES SOCIETY
2024 Philippines Business & Economic Forum

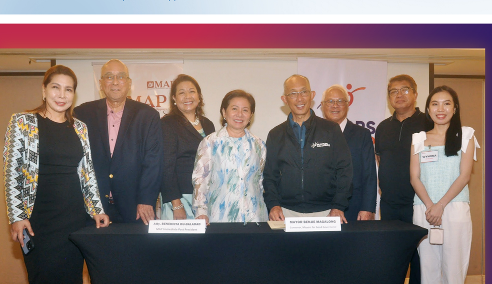
February 26 & 27, 2024 | The Peninsula Manila

(L-R) MAP President Rene Almendras, Immediate Past Secretary of National Defense Major General Delfin Lorenzana, and Coast Guard Staff for Human Resource Management (CG-1) Comm. Jay Tarriela.

(L-R) CEO Advisors, Inc. Managing Director Maan Hontiveros, Ayala Land, Inc. Independent Director Riza Mantaring, CEO Advisors, Inc. Partner and MAP Secretary Karen Batungbacal, Pilipinas Shell President and CEO Lorelie Osial, Du & Associates Inc. President and CEO Lucie Du, and Leuterio Thomas LLC President Hedy Thomas.

(L-R) US-Philippines Society Executive Director Hank Hendrickson, CEO Advisors, Inc. Managing Director Maan Hontiveros, Connected Women CEO and MAP Diversity, Equity, and Inclusion (DEI) Committee Chair Agnes Gervacio, Department of Environment and Natural Resources (DENR) Secretary Maria Antonia Yulo-Loyzaga, Philippines Ambassador to the United States Amb. Jose Manuel Romualdez, and Embassy of the Philippines, Washington, D.C. Consul General Jose Victor Gonzaga.

(L-R) National Economic and Development Authority (NEDA) Former Director-General and Ayala Corporation Managing Director and Head for Data Science and Artificial Intelligence Karl Kendrick Chua, US-Philippines Society Executive Director Hank Hendrickson, Industry Development Group (IDG) of the Department of Trade and Industry Usec. Ceferino Rodolfo, American Chamber of Commerce of the Philippines (AmCham) Executive Director Ebb Hinchliffe, and University of the Philippines Diliman School of Economics Associate Professor Karl Robert Jandoc.



Signing of Memorandum of Agreement (MOA) between the Management Association of the Philippines (MAP) and the Mayors for Good Governance (M4GG) for LGU-based development programs (February 27, 2024)

The collaboration between the M4GG and the MAP is in line with the M4GG's goal of installing development programs in chosen cities and municipalities. Specifically, the MOA aims to:

1. Establish stronger relationships to constituents and push for good governance and anti-corruption initiatives at the local level;

2. Establish support in institutionalizing and maintaining development programs for local government units (LGUs); and

3. Create a monitoring tool for a more data-based or evidence-based planning and program that are aligned with the socio-economic conditions and needs of the partner organization and LGUs that are a part of M4GG.

(L-R) Ms. Imelda C. Tiongson, Chair, MAP Governance Committee; Mr. Ruy Y. Moreno, Chair, MAP Ease of Doing Business Committee; Ms. Helen P. Macasaet, Chair, MAP ICT Committee; Atty. Benedicta Du-Baladad, MAP Governor and Immediate Past President; Mayor Benjamin Magalong, M4GG Lead Convenor and Mayor of Baguio City; Mr. Rex C. Drilon II, Governor-in-Charge of the MAP Cluster on ESG and Shared Prosperity; Mayor Rommel C. Arnado, M4GG Co-Convenor and Mayor of Kauswagan, Lanao del Norte; and Ms. Wynona Galvez, Head, M4GG Secretariat.

Meeting of the MAP Transportation and Infrastructure Committee with DOTr Secretary JAIME J. BAUTISTA (March 1, 2024)

The MAP Holistic Plan to address the severe traffic congestion in Metro Manila (MM) was subject of an in-depth and constructive discussion in a meeting between a Department of Transportation (DOTr) team of 15 officials led by Sec. JAIME J. BAUTISTA and a MAP Transportation and Infrastructure Committee (TIC) 15-person counterpart team led by MAP President Rene Almendras and TIC Chair Eduardo Yap.

The Holistic Plan includes comprehensive short-term administrative and traffic management measures to achieve soonest relief to commuters and motorists. For permanent and long-term sustainability, the MAP Plan included medium and long-term measures centered on mass public transportation to move people, not private vehicles, in accordance with the NEDA National Transport Plan of 2017.

DOTr Secretary Jaime Bautista demonstrated a clear understanding and keen appreciation of the MM traffic problem and the heavy damage it is causing to the national economy and society, and the urgent need for a comprehensive plan of action.

In photo are (l-r) TIC TWG Chair JOSE P. DE JESUS, TIC Vice Chair GLICERIO V. SICAT; TIC Chair EDUARDO H. YAP, DOTr Secretary JAIME J. BAUTISTA; MAP President RENE D. ALMENDRAS; and TIC TWG Member ROGELIO L. SINGSON. Not in photo is DOTr Maritime Sector head Usec. Elmer Sarmiento.

FORTHCOMING MAP EVENTS

MAP invites its members to register and attend **Energy Efficiency Day 2024**, a full on-site conference scheduled for **9:30am-3:30pm, Wednesday, 20 March 2024** at **Hall F3, 2nd Level, SMX Convention Center, Mall of Asia Complex, Pasay City**.

Visit **Energy Efficiency Day 2024** event webpage (and download preliminary agenda): https://www.pe2.org/energy-efficiency-day/2024

Register to confirm your attendance at the conference:

REGISTER NOW!

MAP Management Association of the Philippines

cordially invites you

KPMG R.G. Manabat & Co. | uniphore | John Clements Your Partner for Life.

This "**MAP Mixer**" is **FREE** and **EXCLUSIVE** for **MAP Members**.

REGISTER NOW!

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

INSPIRED SERIES
GENERAL MEMBERSHIP MEETING

APRIL 11, 2024 | THU | 11:30 AM - 2:00 PM | BONIFACIO HALL, SHANGRI-LA THE FORT

Ms. ISA LORENZO and Ms. RACHEL RILLO
Co-Gallery Directors, Silverlens Gallery

Isa and Rachel will talk about their goal of focusing the international art market on Philippine and Asian artists, the challenges they face, and their successes.

UPCOMING SPEAKERS

LEADERS SERIES
March 12, 2024 (TUE)
U.S. Secretary of Commerce GINA RAIMONDO
Head of U.S. Presidential Trade and Investment Mission
On the occasion of the visit of the official U.S. trade delegation, Sec. Raimondo will focus on the trade opportunities between the U.S. and the Philippines.

INSPIRED SERIES
May 8, 2024 (WED)
Mr. ROB LILWALL
National Geographic Adventurer and Author
Mr. Lilwall will discuss how a good mindset makes a difference despite challenges and will put an emphasis on the misconceptions in fixed abilities.

BIG ISSUE SERIES
June 19, 2024 (WED)
Dr. ANDREW STAPLES
Asia-Pacific Head of Thought Leadership and Public Policy at Economist Impact, the Advisory arm of the Economist Group
Dr. Staples will decipher complex geopolitical trends and will guide senior leaders and executives with information in a rapidly-changing world.

INSPIRED SERIES
August 14, 2024 (WED)
Mr. JAMES TAYLOR
Globally-acclaimed speaker on Super Creativity and innovation in the era of AI
Mr. Taylor will serve as an inspiration across industries by sharing his exceptional expertise on harnessing creativity and innovation in the age of AI.

MAP TALKS ON YOUTUBE
CLICK HERE

Happy Birthday!

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

View the March Birthday Celebrants HERE

MAP — 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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