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The MAP MEMO

MANAGEMENT ASSOCIATION OF THE PHILIPPINES
CORPORATE MEMBERSHIP ASSOCIATION OF THE PHILIPPINES
MAP MEMO | MARCH 2024 | VOLUME 3 | ISSUE 3

WHAT'S INSIDE

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MAPPING THE FUTURE
COLUMN IN INQUIRER

MAPPING THE FUTURE | COLUMN IN INQUIRER

"The failed promise of trickle-down economics"
by **Dr. NICETO "Nick" S. POBLADOR**
President/Director of Langkas and Philippines Jet
Author, Mapping the Future

The Philippine economic development strategies have historically been focused on grow domestic product (GDP) growth, primarily through investment in infrastructure, big-ticket investment projects and showcase industrial venture.

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MAP INSIGHTS
COLUMN IN BUSINESSWORLD

MAP INSIGHTS | COLUMN IN BUSINESSWORLD

"The journey of MSMEs: Are we there yet?"
by **Ms. MARIA AURORA "Maria" S. SEDITA-GARCIA**
President and Chief Executive Officer, Management Association of the Philippines
Member of MAP Committee on the Ease of Doing Business
Author, Management Association of the Philippines Corporate Finance advisory series

Micro, small and medium enterprises, commonly referred to as MSMEs, contribute significantly to the economy and job creation and are thus critical to economic development. These enterprises accounted for 99% of business establishments and 63% of employment in the country in 2021. They also contribute 35.9% of the country's gross domestic product. Given such significant contributions to national outputs and employment, the MSME sector has been regarded as "the backbone of the Philippine economy."

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SHARED ARTICLES

MP MAP Remembering Rong
by Ed Lopez
March 5, 2024 | Philippine Daily Inquirer

CEO's Business Joins MAP Campaign and Ease committee
by BusinessMirror
March 5, 2024 | BusinessMirror

Businessmen pushing for instant permit to operate business
by Catherine Talamayan
March 5, 2024 | The Philippine Star

MAP wants easing metro traffic
by Tofel Ibanez
March 5, 2024 | Daily Tribune

MAP unveils Mobile Plan to ease MSME's traffic problem
by Tofel Ibanez
March 7, 2024 | Daily Tribune

MAP THEME

A navigating the complexities of an ever-evolving economic and global landscape, embracing relevant leadership in 21st century management is a crucial aspect. Hence, the theme for 2024 is **RELEVANT LEADERSHIP IN THE 21st CENTURY**.

It lies with the Kuma Nati' group to be following the 3C Code (Kuma).

1. KUMAN CONFIDENCE

The ability to be confident in oneself and in one's abilities is a key component of relevant leadership in the 21st century. This confidence allows leaders to make decisions, take risks, and inspire others to follow their vision. In the ever-changing landscape of the 21st century, leaders must be willing to adapt and innovate, and their confidence in their abilities can help them navigate these challenges with resilience and determination.

2. KUMAN COMPETENCE

To be relevant in the 21st century, leaders must possess a wide range of competencies, including technical skills, leadership skills, and soft skills. These competencies enable leaders to effectively manage teams, make strategic decisions, and adapt to changes in the business landscape. The ability to be competent in these areas is crucial for leaders to stay ahead of the curve and lead their organizations to success.

3. KUMAN COMMITMENT

To be relevant in the 21st century, leaders must be committed to their organization and their mission. This commitment is crucial for leaders to stay motivated and inspire their teams to work towards the organization's goals. The ability to be committed to the organization and its mission can help leaders to build a strong culture and foster a sense of loyalty and dedication among their employees.

4. KUMAN CONNECTIVITY

In the 21st century, leaders must be able to connect with their employees, customers, and stakeholders in a meaningful way. The ability to be connective can help leaders to build strong relationships, foster collaboration, and create a sense of community and belonging. The ability to be connective is crucial for leaders to stay relevant and effective in the 21st century.

5. KUMAN CONTINUITY

The ability to be consistent and reliable is a key component of relevant leadership in the 21st century. The ability to be continuous can help leaders to build trust with their employees, customers, and stakeholders, and create a sense of stability and reliability in the organization. The ability to be continuous is crucial for leaders to stay relevant and effective in the 21st century.

MAP EVENT HIGHLIGHTS

FORTHCOMING MAP EVENTS

CELEBRATE THE MONTH OF MARCH WITH THE CULTURAL CENTER OF THE PHILIPPINES!

Check out a wide array of cultural, humanistic and artistic delights in the month of March! Let's celebrate our rich cultural heritage and diversity! Let's dance to the beat and rays of creativity together!

VIEW ALL DOMS HERE

MAP invites its members to register and attend **Energy Efficiency Day 2024**, a full-on-site conference scheduled for **9:00am-5:00pm, Wednesday, 20 March 2024** at **Hall F3, 2nd Level, SM Convention Center, Mall of Asia Complex, Pasay City**.

Visit **Energy Efficiency Day 2024** event webpage (and download preliminary agenda): https://www.map.org.ph/event-affiliate-calendar/

Register to confirm your attendance at the conference:

REGISTER NOW!

P.O. Nicodemo G. | Alphonse-eLife | Alter Ego Design

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

REGISTER NOW!

Membership engagement is a key thrust of your 2024 MAP Board of Governors. The 2024 MAP General Membership Meeting is important as we plan the line-up of receive speakers, all of whom were carefully selected to engage you on three key themes.

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

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

The INNOVATION 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!

APRIL 11, 2024 | TBA | 10:00 AM - 2:00 PM | MINGLING WILL FOLLOW AT 5:00 PM

Ms. ISA LORENZO and Ms. RACHEL RILLO
Co-Safety Directors, Siemens Gamsa

Isa and Rachel will talk about their goal of forming the international co-creation in Philippine service centers. It's challenging but they love what their societies.

REGISTER NOW!

UPCOMING SPEAKERS

LEADERS SERIES
June 13, 2024
U.S. Secretary of Commerce GINA RAIMONDO
Gina is the U.S. Secretary of Commerce and a member of President Biden's Cabinet. As Secretary, she is responsible for promoting economic growth and job creation, strengthening American industry, and ensuring fair trade and compliance with U.S. laws. Prior to her appointment, Gina was U.S. Ambassador to the Kingdom of Denmark and Governor of the State of Rhode Island and Providence Plantations.

REGISTER NOW!

INSPIRED SERIES
July 11, 2024
Mr. ROB LILWALL
Rob is a former Australian Ambassador to the Philippines and Indonesia. He is currently a senior consultant for Asia's leading strategic advisory firm, Albright Stonebridge Group. Rob's extensive experience in Southeast Asia, coupled with his deep understanding of geopolitical dynamics, positions him as a valuable asset in navigating the complex landscape of international relations and strategic decision-making.

REGISTER NOW!

BIG-ISSUE SERIES
June 13, 2024 (tentative)
Dr. ANDREW STAPLES
Dr. Andrew Staples is the Executive Director of the Asia-Pacific Policy of Economic Impact, the defense arm of the Economist Group. Prior to joining the Economist Group, he served as a senior advisor to the Australian government and held positions in the private sector and academia. Andrew's expertise spans geopolitics, economics, and strategic analysis.

REGISTER NOW!

INSPIRED SERIES
August 13, 2024 (tentative)
Mr. JAMES TAYLOR
James Taylor is a renowned author and speaker on top of his field, specializing in leadership, strategy, and organizational dynamics. His insightful perspectives on leadership challenges and innovation in the age of AI have garnered acclaim from industry leaders and enthusiasts alike.

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