



Mr. ERNESTO "Ato" TANMANTIONG

"MAPping the Future" *column in INQUIRER*

***"The Jollibee Story:
Lessons on Leadership"***

(First of 2 Parts)

December 4, 2023



Mr. RAFAEL "Raffy" M. ALUNAN III

"MAP Insights" *column in BUSINESSWORLD*

***"Valuable lessons in
preparedness"***

December 5, 2023

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"The Jollibee Story: Lessons on Leadership" *(from page 1)*



Mr. ERNESTO "Ato" TANMANTIANG

(First of two parts)

A jolly afternoon to you all!

Let me begin by expressing how excited and grateful I am to be accepting this award from the Management Association of the Philippines, an organization I have always respected, which, for over 70 years, has helped shape generations of managers. You have given me the honor of being in the company of strong Filipino leaders I admire.

Thank you. This award is more valuable to us as it is a recognition of the men and women that make up our Jollibee Group family across the globe; and of the countless people whom we work with each day to bring the joy of eating to customers around the world.

This year, we are celebrating our 45th year—a milestone for us, but especially for our chair, founder and brother, Dr. Tony Tan Caktiong, his wife, Grace, my siblings and brother-in-law who set up our first two small ice cream parlors back in 1975. I hope you'll indulge me in recounting our Jollibee Foods story because everything I've learned about management stems from my experiences at the company.

When we opened our franchised Magnolia shops, we were only serving ice cream. But when our customers started to look for warm meals, we decided to serve sandwiches and

hamburgers. Amazingly, the burgers became popular, eventually overshadowing our ice cream offering. I'll let you in on a little secret about how we attracted customers to come by and try our burgers. We situated our grilling station in front of the store and installed the exhaust hood in such a way that the beefy aroma would blow toward the street. The burgers would smell so good that as people passed by, they were drawn in to come and eat. That insight would later become the inspiration for our "langhap-sarap" campaign, which still works today. And from that shift to burgers, Jollibee was born.

Ready to compete

Even during the early years, I felt that the values we learned from our father truly honed the way we ran the business. When we were younger, we helped out at the Chinese restaurant that he had established in Davao City. There we learned many things, including the value of discipline and hard work, as well as the value of truly listening to your customers. The most important lesson he taught us though, was that we needed to strive for excellence in whatever we pursued in our lives. He said, if you are a tailor, then the clothes need to be made impeccably and fit flawlessly. And if you're in the restaurant business, you need to make sure that your food tastes really good. To this day, his words continue to guide us in our journey.

Like many success stories, we faced a lot of challenges along the way. One of the biggest in the early years was the entry of McDonald's in the Philippines in 1981. At that time, we only had 12 stores. We were warned that McDonald's tended to wipe out their local competition, so a lot of friends advised us to close the business. "You can't compete with a global giant," they said.

And yes, we were clearly disadvantaged in most operating areas back then, from our equipment to our processes. But we had a clear and important advantage—our food tasted better. So, instead of chickening out, we served Chickenjoy. And today, that Chickenjoy has been voted the best fried chicken not just in the Philippines but also in the United States, Hong Kong and Singapore.

In the Philippines, Jollibee is now bigger than the top two well-respected international competitors combined. And this is rare in any market where McDonald's and KFC are present. We're happy that this is a source of pride not only for those of us at the company, but for all Filipinos as well. It makes this award even more meaningful and exceptionally joyful as it coincides with Jollibee's 45th anniversary.

Going global

Seeing how Jollibee has filled the hearts and plates of Filipinos, our dream grew with the earnest desire to bring our homegrown Jollibee to the world. Globalization began with the expansion of the Jollibee brand.

We first aimed to cater to the overseas Filipino community, opening in Filipino-heavy locales so we could bring them the joy of home through their Jollibee favorites. Secondly, in our ongoing crossover stage, we started catering to the mainstream non-Filipino market in each country, from which we're starting to see great results. Today, 80 percent of the customer base in our stores in the United Kingdom are local non-Filipinos, and over 60 percent and 70 percent in Hong Kong and Singapore, respectively. In Brunei, the number goes up to 95 percent and in Vietnam, it's almost 100 percent. The goal is to go full mainstream because we believe that Jollibee can appeal to diverse groups of people—that exceptional taste overcomes boundaries of race, age and culture.

All of these would not have been possible without the dedication of all the people who worked at Jollibee throughout the years. Without their passion, their love for the brand and country, their belief that this company is something worth sharing to the world, we would not be where we are today.

In the early days of our globalization, to ensure that our own unique brand of Jollibee happiness is authentic and consistent around the world, some of our best managers immigrated to different countries and started their new lives there so they could bring Jollibee to their fellow Filipinos. They became our ambassadors, bringing the warm service and hospitality that really make Jollibee feel like home. It is on the back of their sacrifices, dealings and insights in

new countries or territories that we were able to build our store networks and create a solid presence—from hiring and training locals to embody the Jollibee culture, to ensuring that operations run smoothly.

With every country that we entered, our research and development, procurement and supply chain departments were working constantly to ensure the steady supply and localization of recipes. It would mean researching suppliers, sourcing locally available ingredients and figuring out how everything will affect the recipes in terms of taste and cost. It's a graceful dance that needed to be done for every new country we planted the Jollibee flag on.

This is only but a small insight to the complex action happening behind the scenes of all the news articles about Jollibee popping up in country after country. Indeed, it is our people and our partners who truly make this journey, no matter how challenging, a joyful one.

And for the group, we didn't stop with just growing the Jollibee brand internationally. We started acquiring local restaurant brands so we could penetrate the foreign markets at a faster pace. Before long, from a single brand in 1978, we have become one of the largest and fastest-growing restaurant companies in the world with 18 brands operating over 6,600 stores across 34 countries, including international brands such as The Coffee Bean and Tea Leaf, Michelin-star Tim Ho Wan and Smashburger. In the Philippines, we also operate Burger King, Panda Express and Yoshinoya.

Our global expansion focuses on three pillar markets—Philippines, China and USA, and four categories with key lead brands within each. For chicken, we have Jollibee as the lead brand. For Chinese cuisine, it's Tim Ho Wan. For coffee and tea, we lead with Coffee Bean & Tea Leaf and for burgers, we have Smashburger.

(To be concluded)

(This was lifted from the author's acceptance speech as the MAP Management Person of the Year 2023 Awardee.

He is president and CEO of Jollibee Foods Corp. Feedback at map@map.org.ph and etm@jollibee.com.ph.)

4 **"Valuable lessons in preparedness"** (from page 1)



Mr. RAFAEL "Raffy" M. ALUNAN III

There are management lessons to be taken from America's mismanagement of its security and defense preparedness that rumbled through three decades of wrong turns that have led to its current precarious situation. Here's what I gathered from my research.

US security officials fear that Beijing fully understands America's readiness deficiency and may exploit it by attacking or blockading Taiwan within the next few years. They've taken note of President Xi Jinping's orders to the People's Liberation Army (PLA) to be ready to invade Taiwan by 2027 (or thereabouts), despite his dismay of Russia's "very poor performance" in Ukraine.

After Taiwan's President visited the US and obtained pledges from US authorities to arm Taiwan last April, the PLA rehearsed blockading the island for several days. It then released a statement that it is "ready to fight... at any time to resolutely smash any form of 'Taiwan independence' and foreign interference attempts." In recent months, several Chinese fighter jets buzzed American military aircraft over the South China Sea (SCS).

Top US defense officials acknowledge valid concerns over the possibility that Beijing may even act against Taiwan sooner than

later. A sense of urgency moved President Joe Biden to invoke the emergency Defense Production Act to rebuild and expand the nation's domestic hypersonic missile industry, a key area of Chinese advancement that US officials' fear will be used by Beijing to push US ships and bases out of close range in the Asia-Pacific region.

Many critics say it's not enough citing that the US is in a "window of maximum danger." According to them, the US could throw a trillion dollars a year at the defense budget now, but it still won't get a meaningful increase in military capabilities in the next five years because it doesn't have the industrial base it once had. China and other countries — not all friendly — produce and supply what the US used to manufacture.

The US heedlessly ceded shipbuilding, aircraft parts, and circuit boards over to China. America's new F-35 fighter jets, for example, contain a magnet component made with an alloy almost exclusively manufactured in China. China dominates tools and metals essential to missiles and munitions production; lithium used in batteries; cobalt, aluminum, and titanium for semiconductors. China industrialized while the US foolishly deindustrialized.

It took decades of delusional thinking by both political parties about turning China into a friendly "stakeholder" in a peaceful international system. After the Cold War, Washington was lulled into defense doldrums from which it is still not fully awakened. After the Soviet Union disintegrated in 1991, America expected a "peace dividend." Russia sought US advice in shifting to a market economy. It was cooperating in eliminating nukes. China was brought into the World Trade Organization, with it naively expecting Beijing to observe the US-dominated rules-based international system, a policy that both Republicans and Democrats supported.

After the Gulf War and the advent of the "smart bomb" era in 1991, complacency spread far and wide. In 1993, the US

5 shrank its military-industrial complex that shaped the course of the next 30 years. It precipitated a whole series of consolidations as well as dependence on global supply lines that incorporated China, a possible future adversary. I was surprised during an official visit to Israel in 1995 when a top security official confided that the US was dismissive of Israel's analysis that China was America's real foe.

Successive administrations pushed industry to globalize, despite export restrictions on defense technology sharing. Defense spending dropped. Unwinding America's Cold War defense apparatus went a bridge too far. Its industrial base was reduced to one or two monopoly suppliers for everything from large-scale weapons systems to a whole array of crucial components. More importantly, its liberal democracy allowed easy infiltration and espionage.

So, here we are today after three decades. America's weaknesses are being fully exploited by its resurging traditional adversaries — China, Russia, North Korea, Iran and its terror networks. It failed to detect and deter North Korea's nuclear and missile programs; Russia's invasion of Ukraine; Iranian-backed terror surprise attacks on Israel; and China's creeping, then rapid, takeover of the South China Sea. China's been thumbing its nose at America's Freedom of Navigation Operations and has, in fact, harassed its planes and ships in taunting defiance.

That explains why, despite the US' declared "iron-clad" support for the Philippines, China continues to escalate its coercive "gray zone" tactics throughout the SCS, especially in our Exclusive Economic Zone (EEZ), and occupied islands in the Spratlys that we collectively name the West Philippine Sea (WPS). China is aware that the obsolete Mutual Defense Treaty (MDT) does not cover gray zone tactics nor asymmetric warfare in its definition of "attack."

From our national interest and security perspective, this dire situation is truly a cause for alarm, and the *raison d'être* to accelerate military and civil defense preparedness for a scenario that's more likely to happen, than not — a US-China military showdown that I sense both sides want to happen now to exploit what they see as the other side's weakness before they get any stronger and more difficult to defeat.

If it doesn't occur, which is what everyone in their right senses would want for the sake of humankind, then good for us. I'd be thankful as a parent and grandparent that my descendants have a chance to help build a long and better future. We would, at the very least, be prepared for other security challenges that may come our way. But if it does happen, preparedness would enable us to mitigate the impacts on our safety, security, and survival.

I maintain that we must still participate in peacebuilding and conflict resolution. But we should also prepare for the worst outcomes that could come our way. The national leadership is now acutely aware of it, and it must harness the whole-of-nation to focus. Situational awareness of lurking dangers; removing all legal and regulatory obstacles in defense procurement and local manufacturing; redesigning Reserve Force Development; updating military and civil defense preparedness; and sanitizing our environment of fifth columnists must be our top of mind.

This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP.

Rafael "Raffy" M. Alunan III is a former governor of MAP. He was secretary of the Interior and Local Government under President Fidel V. Ramos and is a trustee of the Philippine Council for Foreign Relations.

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Business Features Editor
Doris Dumao-Abadilla

BOARD TALK

The Jollibee story: Lessons on leadership

(First of two parts)

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MAPPING THE FUTURE

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CTYIS A SECTIOI WITH THE AUTHOR'S ASSOCIATION
BOARD OF THE MAP MANAGEMENT PERSON
OF THE YEAR 2023 AWARDS. HE IS PRESIDENT
AND CEO OF JOLLIBEE FOODS CORP. PHOTO BY
JANUARY 2023/2023 WWW.INQUIRER.NET

"The Jollibee Story: Lessons on Leadership" First of 2 Parts

by **Mr. ERNESTO "Ato" TANMANTIONG**
MAP Management Person of the Year 2023
President and CEO of Jollibee Foods Corporation

"MAPping the Future" Column in INQUIRER
December 4, 2023

6/SI

Opinion

BusinessWorld
TUESDAY, DECEMBER 5, 2023

EDITOR ALICIA A. HERRERA

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Valuable lessons in preparedness

MAP INSIGHTS
RAFAEL M. ALUNAN III

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the Cold War, Washington was lulled into defense doldrums from which it is still not fully awakened. After the Soviet Union disintegrated in 1991, America expected a "peace dividend." Russia sought US advice in shifting to a market economy. It was cooperating in eliminating nukes. China was brought into the World Trade Organization, with it naively expecting Beijing to observe the US-dominated rules-based international system, a policy that both Republicans and Democrats supported.

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RAFAEL "RAFFY" M. ALUNAN III is a former governor of MAP. He was secretary of the Interior and Local Government under President Fidel V. Ramos and is a trustee of the Philippine Council for Foreign Relations.
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rmaalunan@gmail.com



"Valuable lessons in preparedness"

by **Mr. RAFAEL "Raffy" M. ALUNAN III**
Former Governor of MAP

Secretary of Interior and Local Government under President Fidel V. Ramos
and Trustee of Philippine Council for Foreign Relations

"MAP Insights" Column in BUSINESSWORLD
December 5, 2023



Management Association of the Philippines

MAP OFFICERS FOR 2024



Sec. RENE D. ALMENDRAS

MAP President for 2024
President and CEO
AC Logistics Holdings Corporation



Atty. EMMANUEL "Noel" P. BONOAN

MAP Vice President
Vice Chair and COO
KPMG R.G. Manabat & Co.



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MAP Treasurer
Treasurer and Head of Markets and
Securities, HSBC Philippines



Ms. MARTHA "Marts" M. SAZON

MAP Asst. Treasurer
President and CEO
GCash/Mynt



Ms. KAREN V. BATUNGBACAL

MAP Secretary
Partner
CEO Advisors, Inc.



Atty. BENEDICTA "Dick" DU-BALADAD

MAP Governor
Founding Partner and CEO
Du-Baladad and Associates (BDB Law)



Mr. REX C. DRILON II

MAP Governor
Vice Chair
Center for Excellence in Governance (CEG)



Mr. ALFREDO "A" S. PANLILIO

MAP Governor
President and CEO
PLDT and SMART



Mr. BENJAMIN "Ben" R. PUNONGBAYAN

MAP Governor
Founder
P&A Grant Thornton



Jollibee Foods Corporation President and CEO ERNESTO “Ato” TANMANTIONG (center) received the “MAP Management Person of the Year 2023” Award on November 28, 2023 from the Management Association of the Philippines (MAP). Mr. Tanmantiong was recognized, among others, for accelerating Jollibee’s globalization and transforming it into one of the world’s largest and fastest-growing restaurant companies; for steering his group to an impressive and quick turnaround after its first-ever loss due to the COVID-19 pandemic and post record-breaking, system-wide sales and operating income; for his leadership role in his group’s substantial contributions to job creation, income generation and national development; and for raising the Philippine flag with pride in many countries around the world, concretely manifesting national pride, and proving that Filipino companies can compete successfully alongside global big brands.

With Mr. Tanmantiong are (l-r): Atty. MICHAEL T. TOLEDO (emcee), Director of Government Relations and Public Affairs of Metro Pacific Investments Corporation; Atty. LILIA B. DE LIMA, Chair of MAP Management Person of the Year (MPY) Judging Committee and Independent Director of PHINMA Corporation; Atty. BENEDICTA DU-BALADAD, President of MAP and Founding Partner and CEO of Du-Baladad and Associates (BDB Law); and Sec. ROGELIO L. SINGSON, Chair of MAP MPY Search Committee and President and CEO of Metro Pacific Tollways Corporation.



Management Association of the Philippines

MAP SUMMIT ON

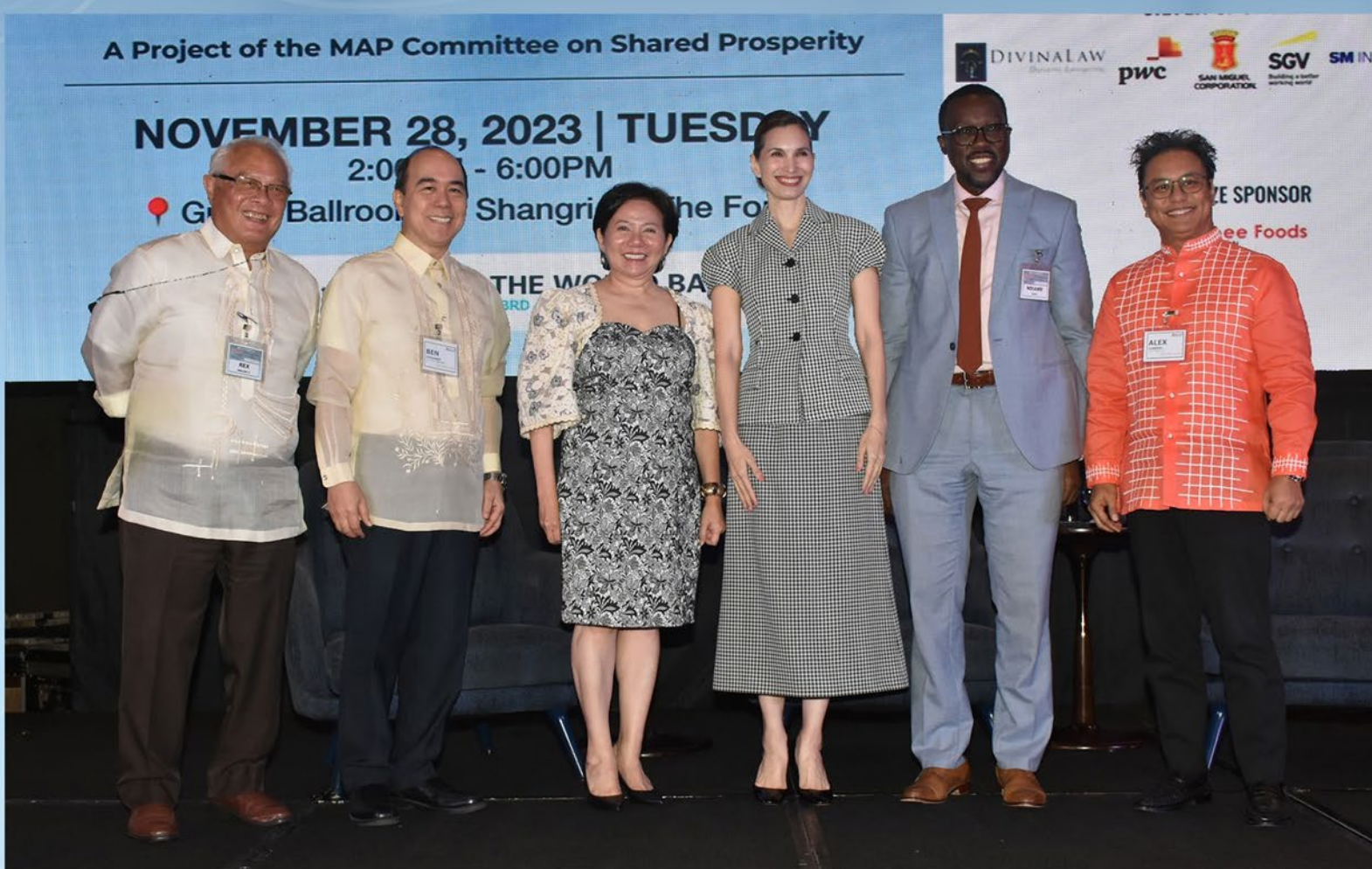
Shared Prosperity

A Project of the MAP Committee on Shared Prosperity

NOVEMBER 28, 2023 | TUESDAY

2:00PM - 6:00PM

📍 Grand Ballroom C, Shangri-La The Fort



The first part of the Shared Prosperity Summit with (l-r) Mr. REX C. DRILON (Q&A moderator), Chair of MAP Shared Prosperity Committee; Dr. BEN L. TEEHANKEE (overall emcee), Vice Chair of MAP Shared Prosperity Committee; Atty. BENEDICTA DU-BALADAD, President of MAP; Ms. NANETTE MEDVED PO (second keynote speaker), Founder and Executive Chairperson of HOPE and PCX Groups; Dr. NDIAME DIOP (opening keynote speaker), Country Director for the Philippines, Malaysia, Thailand, and Brunei of World Bank; and Atty. ALEX B. CABRERA, Governor-in-Charge of MAP Shared Prosperity Committee.

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

PRESENTATIONS FROM THE BREAKOUT SESSIONS



COMMUNITY

Presented by MAP Health Committee Chair
Ms. RAC R. CAGURANGAN



CUSTOMERS

Presented by MAP Education Committee Chair
Dr. POCH M. MACARANAS



EMPLOYEES

Presented by MAP Shared Prosperity Committee Chair
Mr. REX C. DRILON



ENVIRONMENT

Presented by MAP Environment Committee Chair
Dr. REGIE T. CASAS



STOCKHOLDERS

Presented by MAP Governance Committee Chair
Ms. IDA C. TIONGSON



SUPPLIERS

Presented by MAP Trade and Investments Committee
Chair Mr. CHARLIE P. VILLASEÑOR

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

SYNTHESIS / SUMMARY OF Dr. BEN L. TEEHANKEE



SYMBOLIC SIGNING OF THE COVENANT FOR SHARED PROSPERITY



"The Business MAP"

segment of MAP in CNN Philippines' "The Final Word with Rico Hizon"
EVERY WEDNESDAY



November 29, 2023

Promoting inclusive development for PH communities | The Final Word featuring **Dr. BEN TEEHANKEE**
Vice Chair of the MAP Shared Prosperity Committee

Watch this episode through:

<https://www.youtube.com/watch?v=-7FRvWAVcX8>



November 22, 2023

Biz group against allowing convoys of top 5 govt officials in EDSA Busway | The Final Word featuring **Mr. EDDIE YAP**
Chair of the MAP Infrastructure Committee

Watch this episode through:

<https://www.youtube.com/watch?v=sV7C3iubR5w>



November 8, 2023

Achieving progressive future for Filipinos | The Final Word featuring **Mr. REX DRILON**
Chair of the MAP Shared Prosperity Committee and MAP Governor for 2024-2025

Watch this episode through:

<https://youtu.be/xP8OsWX4pdY?si=9HdZQyNVfk7zj9Zk>



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/1z7hksvLJzU?si=F-KsLiXO0eOKQPUXh>

"The Business MAP"

segment of MAP in CNN Philippines' "The Final Word with Rico Hizon"
EVERY WEDNESDAY



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_lgDb3LQ



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



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



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:

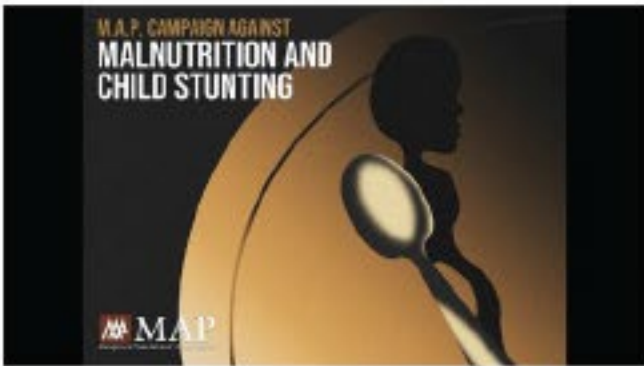
<https://www.youtube.com/watch?v=6DI7LjMOhiU>



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)



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



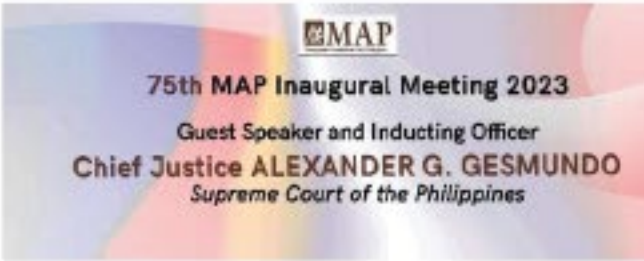
MAP Activities (loop)



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 11, 2022
3rd MAP NextGen Conference 2022

HAPPY BIRTHDAY!

to the following MAP members who will be celebrating their birthdays within December 2023!

December 1

Mr. WINSTON "Winnie" A. CHAN

Ms. Yael R. FRYSZER

Market Research and Business Development Head,
Fibercom Telecom Phils., Inc.

Mr. VENJOSEF "Ven" M. SIO

President, Sanitary Care Products Asia, Inc. (SCPA)

December 2

Atty. ENGELBERT "Jojo" C. CARONAN JR.

President and CEO, Development Academy of the
Philippines (DAP)

Dr. CHITO "Chito" B. SALAZAR

President and COO, PHINMA Corporation

December 3

Mr. NOEL E. BONGAT

President & CEO, Corinthians Integrated Security, Inc.

Ms. CINDY ROSE "Cindy" T. BURDETTE

Co-Founder and Managing Director, BT Partners
Consulting, Inc.

Mr. RONALD FRANCIS "Ron" M. DOMPOR

CEO, Fast Distribution Corporation

Ms. EMMA IMPERIAL

President and CEO, Imperial Homes Corporation

Mr. JOSE PAULO "Jaypee" R. SOLIMAN

SVP – SME and Micropreneurs Segment Head,
UnionBank of the Philippines

Mr. VINCE DOMINIC "Vince" T. YAMAT

Managing Directory, Globe Capital Venture Holdings, Inc.

December 4

Ms. PAMELA "Pam" M. DONATO

Vice President for HR-PHANTZ, Sitel Philippines
Corporation

Mr. BENJAMIN "Ben" V. RAMOS

President and CEO, Eternal Gardens Memorial Park
Corporation

December 5

Ms. MARIA CORAZON "Corrie" D. PURISIMA

Treasurer and Head of Markets and Securities Services,
HSBC Philippines

December 6

Mr. EDMUNDO "Ed" S. ISIDRO

President, EI Operations Management Group, Inc.

Mr. ROBERT "Bob" C. MEILY LEHMANN

President and CEO, Amalgamated Investment
Bancorporation

Ms. BERNADETTE "Dette" L. NACARIO

Country Director, Google Philippines

Mr. DANIEL RODRIGO "Danny" D. REYES

VP for Business Development, University of Asia and the
Pacific (UA&P)

Mr. ANTHONY JOSE "Anthony" M. TAMAYO

President, University of Perpetual Help System DALTA

December 7

Mr. JAMES PATRICK "Japs" Q. BONUS

Deputy Country Manager and Chief Finance Officer,
Finscore, Inc.

Mr. WENDELL GANHINHIN

Partner and Head of Cebu Office, P&A Grant Thornton (Cebu)

Mr. ERIC NG MENDOZA

President and CEO, Mastercraft Philippines, Inc.

December 8

Mr. JOEY A. BERMUDEZ

Chair, Maybridge Finance and Leasing, Inc.

Mr. LAWRENCE "Law" Y. FERRER

President and CEO, CIS Bayad Center, Inc.

Atty. FELIPE "Henry" L. GOZON

Chair and CEO, GMA Network, Inc.

HAPPY BIRTHDAY!

to the following MAP members who will be celebrating their birthdays within December 2023!

December 9

Atty. PATRICIA "Trisha" BUNYE

Senior Partner, Cruz Marcelo & Tenefrancia

Mr. TOMAS "Tim" S. CHUIDIAN

President, BPI Investment Management, Inc. (BIMI)

Mr. RICHARD ANTONIO "Richard" MORAN TAMAYO

President, University of Perpetual Help System DALTA Medical Center

Atty. EDGAR S. TORDESILLAS

Corporate Counsel, Sun Life of Canada (Philippines), Inc.

Mr. DANTE "Dan" M. VELASCO

Chair and CEO, Creative Point International, Inc.

December 10

Ms. NINA DATU AGUAS

Executive Chair of the Board of Trustees, InLife

Dr. ZOSIMO M. "Zing" BATTAD

President and Chief Academic Officer, University of the East

Ms. LEAH Z. CARINGAL

President and CEO, Green Bulb Public Relations, Inc.

Mr. ARVIN ARIK "Arik" B. CARRANCEJA

CEO, Arik General Merchandising

Ms. MHARICAR "Cai" CASTILLO REYES

President and CEO, Asticom Technology Inc.

December 11

Mr. GIOVANNIE "John" FRED A

General Manager, JT International (Philippines), Inc.

Cong. JANETTE LORETO GARIN

Representative, 1st District of Iloilo, House of Representatives

Ms. MARIA CRISTINA "Cristy" C. GOTIANUN

President and COO, Semirara Mining and Power Corporation

Mr. RICHARD S. LIM

President, Sun Life Grepa Financial, Inc.

Mr. ALEXANDER "Alex" S. NARCISO

President, Sun Life of Canada (Philippines), Inc.

Ms. MARGEM A. TAGALOG

Assurance Partner and Head of SGV Cebu Office, SGV & Co. (EY Philippines)

Mr. GIANFRANCO "Franco" VARONA

Managing Partner, Foxmont Capital Partners

December 12

Mr. HERBERT "Herby" M. CONSUNJI

Chief Finance Officer, DMCI Holdings, Inc.

Dr. ARTURO "Art" S. DE LA PEÑA

President and CEO, St. Luke's Medical Center

Mr. FERDINAND "Perry" A. FERRER

Chair and CEO, Gruppo EMS, Inc.

Dr. ANDREAS "Andi" KLIPPE

President and CEO, FLOOD CONTROL Asia RS Corporation

Mr. AVIN CO ONG

CEO, Fredley Group of Companies

Cong. ROMERO "Miro" F.S. QUIMBO

Representative - 2nd District of Marikina City, House of Representatives

Ms. CHRISTINA "Tina" CHUA TAN

President, Suy Sing Commercial Corporation

PM CESAR E.A. VIRAT

Corporate Vice Chair, Rizal Commercial Banking Corporation (RCBC)

December 13

Mr. SHIJU VARGHESE

President and Country Head, Tata Consultancy Services (Philippines) Inc.

Sen. MANUEL "Manny" B. VILLAR JR.

Chair, Vista Land and Lifescapes, Inc.

Mr. ROBERT L. YUPANGCO

President, Zoomanity Group

December 14

Mr. FRANCISCO "Frank" R. BILLANO

CEO, President and General Manager, Interphil Laboratories, Inc.

Ms. VICTORIA "Viksi" Z. EGAN

Dr. JESUS "Jess" P. ESTANISLAO

Chair Emeritus, Institute of Corporate Directors (ICD)

Mr. EUSEBIO "Bimbo" M. GARCIA JR.

Director, Chemphil Group of Companies

Mr. ZDENEK "Z" JANKOVSKY

Executive Director and Corporate Treasurer, HC Consumer Finance Philippines, Inc. – Home Credit

Dr. PHILIP "Popoy" E. JUICO

Chair, Kennedy Energy and Development Corporation

HAPPY BIRTHDAY!

to the following MAP members who will be celebrating their birthdays within December 2023!

December 15

Mr. RAMON "Mon" F. GARCIA

Managing Partner, Ramon F. Garcia and Company, CPAs

Mr. GIL B. GENIO

Independent Director, GT Capital Holdings (GTCAP)

Mr. WILSON P. NG

President and CEO, Ng Khai Development Corporation

Mr. ELFREN ANTONIO "Boyie" S. SARTE

President and CEO, Robinsons Bank Corporation

December 16

Mr. VINCE LAWRENCE "Vince" L. ABEJO

President and COO, Cadence Property Development Corporation a member of ICCP Group

Mr. JAMES PATRICK "James" A. ALBA

CEO, Vendo Corporation

Mr. MICHAEL "Mike" L. ESCALER

CEO, All Asian Countertrade, Inc.

Ms. SUSAN GRACE "Susan" C. RIVERA

Managing Consultant, Talent, Leadership and Change (TLC)

December 17

Mr. CHRISTIAN DANIEL "Chris" S.

FERRERAS

COO, Manila Uni Capital Group of Companies

Mr. RAUL L. IGNACIO

President and General Manager, MPTC / MPT Mobility

Atty. MARIA PURISIMA "Mimi" Q. SISON

Board Director, Caleb Motor Corporation

December 18

Mr. CESAR A. BUENAVENTURA

Senior Partner, Buenaventura, Echauz and Partners

Ms. MA. RHODORA "Ayhee" L. CAMPOS

Country Head, Infosys BPO Limited

December 19

Ms. GINA MARIE "Gina" G. ANGANGCO

Deputy CEO, Armscor Global Defense, Inc.

Dr. ELFREN S. CRUZ

Chair, Lockton Philippines Insurance and Reinsurance Brokers, Inc.

Atty. JOHN PETER FERDINAND "Ferdi" S. ECHIVERRI

Head of Stakeholder Relations, Global Communications, PMFTC, Inc.

December 20

Engr. LIBERITO "Levy" V. ESPIRITU

President, Datem, Inc.

Mr. GENARO "Genju" VISARRA LAPEZ

Independent Director, China Banking Corporation (Chinabank)

Ms. ROWENA LIZA "Rowena" D. SAQUIN

VP and General Manager, Fisher Rosemount Systems Inc. - Philippine Branch (FRSI-PB)

December 21

Ms. OLIVIA "Olive" LIMPE AW

President and CEO, Destileria Limtuaco and Company, Inc.

Mr. LEONARDO "Jun" D. CUARESMA JR.

Former Managing Partner and COO of P&A Grant Thornton

Atty. CHRISTER JAMES RAY "Christer" A. GAUDIANO

Head of Enterprise Risk Management (ERM), Corporate Communications, and Public Affairs Group, CEMEX Holdings Philippines, Inc.

Ms. TOMASA "Tammy" H. LIPANA

Independent Director, SM Investments Corporation (SMIC)

Mr. GERARDO "Gerry" A. PLANA

President and CEO, Investors in People Philippines

Mr. GLICERIO "Glicer" V. SICAT

Consultant, Inter Pacific Capital Corp.

Amb. JESUS "Chuching" P. TAMBUNTING

Chair and President, Capital Shares Investment Corporation

HAPPY BIRTHDAY!

to the following MAP members who will be celebrating their birthdays within December 2023!

December 22

Atty. JOSE "Joey" D. LINA JR.

President, Manila Hotel

Ms. SYLVIA STOLK

VP - Operations, Maxicare

December 23

Mr. VICTORIO "Vic" M. AMANTE

Ms. KRISTINE A. GO

General Manager for Nutrition in South East Asia,
Unilever

Mr. EMMANUEL "Noel" A. RAPADAS

SVP and CFO, Torre Lorenzo Development Corporation

Mr. CESAR N. SARINO

December 24

Prof. EMMANUEL "Noel" A. LEYCO

President, Pamantasan ng Lungsod ng Maynila (PLM)

December 25

Mr. HANS VOLTAIRE "Hans" R. BAYABORDA

President and CEO, Asia Select, Inc.

Mr. EMMANUEL "Sonny" V. HALILI

CEO and Founder, Intellection Corp. Philippines / Singapore

Mr. ERNESTO "Esto" E. LICHAUCO

VP, Resins Incorporated

December 26

Amb. CARLOS CHAN

Chair, Liwayway Group

Mr. ANTOLIN "Len" M. ORETA JR.

Director, Intra Strata Assurance Corporation

Mr. JOLLY L. TING

Chair, Jolliville Holdings Corporation

December 27

Mr. JUSTINO JUAN "Justin" R. OCAMPO

Managing Director and Head - Macquarie Capital
Philippines, Macquarie Group of Companies (Manila Office)

Ms. YASMIN ANNE "Yas" CRUZ SANTOS

Business Development Head and Assistant to the President
and GM, Victory Liner, Inc.

December 28

Ms. ELIZABETH "Liz" S.P. LIETZ

CEO, Rudolf Lietz, Inc.

December 29

Mr. RAUL "Ronnie" T. CONCEPCION

Chair and CEO, Concepcion Industries, Inc.

Mr. JOSE "Joe" S. CONCEPCION JR.

Chair, RFM Corporation

Ms. ROSSANA "Rossan" LLENADO

President, AHEAD Education Group

Mr. RICARDO "Ric" S. PASCUA

Chair, Caelum Developers Inc.

Mr. REMY "Rem" T. TIGULO

Chair, Chemitron Enterprises, Inc.

Ms. IMELDA "Ida" C. TIONGSON

Chair, Pru Life UK Philippines

December 30

Mr. EXEQUIEL "Jun" P. VILLACORTA JR.

Chair and President, Financial Advisers and Strategic
Thinkers, 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 / map.philippines@map.org.ph