



Concept Note

As the Philippine Chamber of Commerce and Industry celebrates the 50th year of the Philippine Business Conference and Expo (PBC&E), it looks back to the role the PBC&E has played over the years in promoting a transformative agenda for the country. Through the years, the PBC&E has strategically positioned businesses to take advantage of new and emerging opportunities. At the core of the agenda is the adoption of innovation as a tool to empower businesses and enrich the lives of PCCI's stakeholders, community and the country.

The Conference theme this year, "Embracing Innovation, Empowering Business, Enriching Lives" builds on the PBC's value adding process of strengthening the private sector in shaping the country's economic and social landscapes. It deep dives into new paradigm shifts and global business trends that are disrupting the course of businesses. It will further look into sustainable and innovative growth strategies that are essential for businesses and organizations looking to thrive in today's ever changing, competitive landscape. Finally, it will delve into how the Philippines is building its competitiveness and resilience to sustain its growth amidst these dynamic changes.

As an embedded business tradition spanning five decades of unparalleled advocacy for business and economic development, the 50th PBC&E will serve as a foothold to sensible and no-holds-barred public-private interaction and dialogue on programs and key policy initiatives in the country.

PROGRAM

Day 1, Tuesday, October 22 <i>Where are we now and where do we want to move in the future? As the PCCI commemorates the 50th year of the Philippine Business Conference and Expo (PBC&E), the first day of the conference will take a look back and assess what is relevant from the past 50 years and the lessons that stand out. Opening the new chapters of its next 50 years, the PBC&E will examine where the country is now what are in store for the future in the lens of future-ready business leaders.</i>	
07:00-08.30 AM	Registration
08:30-09:00 AM	Opening of Exhibit
09:00-10:00 AM	Opening Ceremony Chamber Parade Invocation Philippine National Anthem 50 th PBC&E Opening Billboard Call to Order <ul style="list-style-type: none"> Mr. Raymund Jude G. Aguilar, Chairman, 50th PBC&E Welcome Remarks <ul style="list-style-type: none"> Consul Enunina V. Mangio, President, PCCI
10:00-10:15 AM	Opening Keynote: Embracing Innovation, Empowering Business, Enriching Lives <ul style="list-style-type: none"> Vice President Sara Z. Duterte
10:15-11.15 AM (10:15-10:30) (10:30-10:40) (10:40-10:50) (10:50-11:00) (11:00-11:15)	Presentation of Awards (35) <ul style="list-style-type: none"> Legacy Awards Excellence in Ecology and Economy Awards Alfredo M. Yao Intellectual Property Awards Injap Sia Outstanding Young Entrepreneur Awards Tourism Awards
11:15-12:00 NN	Photo Op with Vice President Sara Z. Duterte
12:00-01:00 PM	Lunch
01:00-02:00 PM (10-12 mins presentation and 45 mins panel discussion)	Plenary 1: The 50th PBC&E: Learning from the Past, Growing into the Future <ul style="list-style-type: none"> Mr. Jose T. Pardo, Chairman, Council of Business Leaders, PCCI and President, 1992 – 1993 <u>Panel Discussion with Past PCCI Presidents and PBC Chairs:</u> <ul style="list-style-type: none"> Mr. Samie Lim, President, 2007-2008 Mr. Edgardo G. Lacson, President, 2008-2009 Mr. George T. Barcelon, President, 2016-2017 and 2022-2023 Ms. Ma. Alegria S. Limjoco, President, 2018-2019 Mr. Ruben J. Pascual, Secretary-General, PCCI (moderator)

	<p><i>Convened in 1974, the Philippine Business Conference and Expo (PBC&E) has become the major venue for the private sector to dialogue with policymakers and other development stakeholders on issues, regulations and major trends affecting the country's business environment. In its 50 years, the PBC&E has likewise provided industries across sectors and sizes to network, establish valuable connections and learn of technological advancements, market trends and demands and opportunities that are developing day by day. This session will feature the insights of the past conference chairpersons, their reflections on how the PBC has played a major role on PCCI's successful programs and advocacies as well as barriers to growth that remain, success stories, and lessons that will be carried into the future.</i></p>
02:00-03:00 PM <i>(Panel discussion)</i>	<p>Plenary 2: Looking Forward through the Lens of Future-Ready Business Leaders</p> <ul style="list-style-type: none"> • Mr. Carlos Ramon C. Aboitiz, Chief Corporate Services Officer, AboitizPower • Ms. Mariana Beatriz Zobel de Ayala, Senior Vice President, Ayala Land Inc. • Mr. Jose Avelino G. Diaz, President and CEO, Sagittarian Agricultural Philippines, Inc. • Mr. Edgar "Injap" Sia, Chairman, Double Dragon Corp.* • Mr. Kevin Tan, CEO, Alliance Global Group, Inc.* • Moderator: Mr. Michael G. Tan, President, Asia Brewery <p><i>The business landscape has been shifting dramatically over the last 20 years, accelerating even faster in 2020 when the COVID-19 pandemic put economies at a standstill. These dynamic changes have given birth to agile, responsible and decisive business leaders who must face an array of challenges - from climate change to technological disruption, to social inequality to geopolitical tensions. This session will look into how the new generation of business leaders are navigating these challenges - how they are able to see what is coming, capturing opportunities and creating value out of these.</i></p>
03:00-04:00 PM <i>(Fireside chat)</i>	<p>Plenary 3: The Emerging Influence of Asia as a Global Force</p> <ul style="list-style-type: none"> • Prof. Kishore Mahbubani, Distinguished Fellow, Asia Research Institute, National University of Singapore • Mr. Rico Hizon (Moderator) <p><i>The economic center of gravity is moving toward Asia. Home to almost 4.8 billion people, Asia's outward-looking economy and innovation-driven markets have resulted to the rapid rise of the countries in the region led by China and India. The IMF eLibrary reports that "within five years, Asia's economy (including New Zealand and Australia) will be about 50% larger than it is today. By 2030, Asian gross domestic product (GDP) will exceed that of the Group of seven major industrial economies (G-7)". This session will explore an expert's insights on the factors that have enabled Asia to influence and shape a new era for its economies and the world, and the key priorities in the domestic agenda for Asia's emerging countries as they forge ahead in the "Asian Century".</i></p>
04:00-4:30 PM	<p>Presentation of "Country Movers" / "Outstanding Business People" Recognition</p> <ul style="list-style-type: none"> • Mr. Ramon S. Ang, Chairman, San Miguel Corporation* • Mr. Sergio R. Ortiz-Luis, Jr., President, Philippine Exporters Confederation, Inc • Dr. Andrew L. Tan, Chairman, Megaworld Corporation* • Mr. Michael G. Tan, President, Asia Brewery Incorporated • Ms. Teresita Sy-Coson, Chairwoman, BDO Unibank Inc*

	<ul style="list-style-type: none"> • Mr. Jude G. Aguilar, Director, Electronic Commerce Payments Inc • Mr. Frederic C. DyBuncio, President, SM Investments Corporation* • Mr. Sam Christopher Lim, President, Philippine Franchising Association* • Mr. Anthony L. Almeda, President, National Grid Corporation of the Philippines*
04:30-05:00 PM	Presentation of the Best Idea Development Awards <ul style="list-style-type: none"> • Ms. Flordeliza C. Leong (Emcee)
05:00-06:00 PM	Book Launching and Book-Signing by Prof. Kishore Mahbubani Living the Asian Century: An Undiplomatic Memoir Moderator: Mr. Rico Hizon Venue: _____ <i>In this stirring memoir, a preeminent politician and diplomat traces the transformation of the Republic of Singapore from a poor colony into an Asian powerhouse.</i>
06:00-09:00 PM	Fellowship Night
Day 2, Wednesday, October 23 <i>Can the Philippines achieve and sustain a 7-8% annual growth target to meet the envisioned high middle-income economy status by 2040 and a global powerhouse by 2050? The second day of the PBC&E will focus on the key elements needed for the country to leapfrog to higher economic growth. Discussions will focus on technologies and innovation, capitalizing on the demographic dividend and transforming the agriculture system to sustain and further propel the country's growth.</i>	
07:00-08:30 AM	Registration
09:00-09:45 AM (TED Talks)	Plenary 4: GenAI and what it could mean for SMEs <ul style="list-style-type: none"> • Mr. Paul Beaumont, Senior Expert & Associate Partner, McKinsey & Company
09:45-10:45 AM (Presentation and Q&A)	Plenary 5 - Science and Technology: Driver of Social and Economic Innovation <ul style="list-style-type: none"> • Secretary Renato U. Solidum, Jr., Secretary, Department of Science and Technology* • Mr. Perry Ferrer, Executive Vice President, PCCI (Moderator)
10:45-12.00 NN (15-minute presentation followed by a panel discussion)	Plenary 6: Human Capital Development, An Investment in the Future <ul style="list-style-type: none"> • Mr. Toni Joe Lebbos, World Bank Economist for Human Development, East Asia and the Pacific* <u>Panel Discussion:</u> <ul style="list-style-type: none"> • Secretary Sonny Angara, Department of Education* • Secretary Rex Gatchalian, Department of Social Welfare and Development* • Secretary Teodoro Herbosa, Department of Health* • Atty. Benedicta Du-Baladad, Director for Taxation, Capital Market and Investment Policy and Promotion, PCCI <i>With the labor force projected to have double digit growth from 2020 and beyond, the Philippines is seen to benefit from a “demographic window of opportunity” to energize its</i>

	<i>economy and backstop its growth. For the country to capitalize on this opportunity, critical investments must be made in health, education and social welfare. This session will feature experts and policymakers to look into the challenges and policies and resources needed to strengthen the country's human capital and secure a future-proof and accelerated economic growth.</i>
12:00-01:00 PM	Lunch
01:00-01:30 PM (Presentation)	<p>Plenary 7: Reshaping the Philippine Agriculture Landscape</p> <ul style="list-style-type: none"> Secretary Francisco Tiu Laurel, Jr., Department of Agriculture <p><i>Strengthening the agri-food system is key to ensuring food security for the country, the productivity of farmers, and inclusive and resilient countryside development. The agriculture (and fishery) sector faces long-standing challenges such as low farm and labor productivity, lack of access to credit and insurances, unsustainable farming practices, weak export performance and lack of diversity, inadequate infrastructure, land fragmentation, climate change and environmental risks, and the different agricultural diseases such as the African Swine Flu. Addressing these hurdles requires a holistic approach. This session will discuss government's programs, projects and policies to address the challenges of the sector and realize the vision of a food secure Philippines, and farmers and fisherfolks living productively off their lands and resources.</i></p>
01:30-02:00 PM (Presentation)	<p>Plenary 8: Philippine Tourism Sector</p> <ul style="list-style-type: none"> Secretary Ma. Esperanza Christina Garcia Frasco, Department of Tourism*
02:00-02:15 PM	MOU Signings - Oman Chamber of Commerce Recognition of Host Chambers
02:15-02:30 PM	<p>Approval of the 50th PBC&E Resolutions</p> <ul style="list-style-type: none"> Atty. Benedicta Du-Baladad, Chair, Resolutions Committee
02:30-03:45 PM	Break-out Sessions
	<p><u>Session 1</u></p> <p>Green Technology Forum</p> <p>Venue: _____</p> <p>Organized by PCCI International Affairs Committee and Osaka Chamber of Commerce and Industry (OCCI)</p> <p>Session Chair: Mr. Teddy Sumulong</p>
	<p><u>Session 2</u></p> <p>Build to Last - Part 2 Shaping the Future of Entrepreneurship through Dialogue with Entrepreneurs, Support Networks, and Policymakers</p> <p>Venue: _____</p> <p>Organized by the Philippine Young Entrepreneurs Association</p> <p>OVERVIEW: Following the success of the inaugural "Build to Last" mini-conference held on August 22, where early-stage founders and growth-stage enterprises gained valuable insights into sustainable success, PYEA is set to elevate the dialogue further. The first event, part of the Metro Manila Business Conference at the Roma Salon, Manila Hotel, featured impactful discussions on the challenges of securing funding and team building, as well as an examination of the entrepreneurial support system with insights from Investor Networks, Funding Platforms, and University Incubators.</p>

LOOKING AHEAD: In the upcoming Philippine Business Conference, "Build to Last - Part 2" will advance the conversation by engaging policymakers and key advisors in a critical breakout session. This session aims to delve into policy recommendations proposed by PYEA and work collaboratively to draft actionable steps for enhancing the country's business environment. Our goal is to position the Philippines as a premier hub for innovation and entrepreneurship through targeted policy improvements and strategic support.

Proposed Program

(5 minutes)	Call to Order, Opening Ceremony
(5 minutes)	Welcome Remarks: Mr. Bryan Ang Director, Youth Affairs Committee, PCCI
<p style="text-align: center;">Panel Discussion 1: "Refining Entrepreneurial Support: Revisiting Key Insights"</p> <p>In this session, we revisit the key takeaways from the inaugural "Build to Last" mini-conference, where early-stage founders and growth-stage enterprises explored challenges and opportunities in securing funding and team building. Panelists from the previous event will provide updates on their experiences since August 22, share progress on addressing identified challenges, and discuss how insights from Investor Networks, Funding Platforms, and University Incubators have been implemented. This discussion will set the stage for identifying remaining gaps and opportunities for further improvement.</p>	
(30 minutes)	Moderator:
	Panel 1:
(15 minutes)	Q&A Session
<p style="text-align: center;">Panel Discussion 2: "Policy Action for Entrepreneurial Excellence: Crafting Solutions with Policymakers"</p> <p>Building on the insights from our first panel, this discussion will engage policymakers and key advisors in a critical dialogue aimed at translating recommendations into concrete actions. The focus will be on developing actionable policy steps to address the issues highlighted by PYEA and the entrepreneurial community. Panelists will collaborate to draft and refine policy proposals that enhance the business environment, foster innovation, and support sustainable entrepreneurship in the Philippines. This session aims to create a clear roadmap for policy improvements and strategic support to position the Philippines as a leading hub for entrepreneurship.</p>	
(30 minutes)	Moderator:
	Panel 2:
(15 minutes)	Q&A Session
(5 minutes)	Closing Remarks
(5 minutes)	Photo Session

Session 3

Business Dispute Resolution: The Advantages and Benefits of Alternative Dispute Resolution (ADR) under the International Chamber of Commerce (ICC) Dispute Resolution Services (DRS)

Venue: _____

Organized by the International Chamber of Commerce (ICC)

OVERVIEW: The ICC pioneered the development of several modes of alternative dispute resolution in business. Among these are arbitration, mediation, expert determination, dispute boards and expedited arbitration. The ICC Dispute Resolution Services is leading the way worldwide.

OBJECTIVES:

1. To inform the business community of the advantages of ADR over court litigation in resolving business dispute.
2. To explain the spectrum of ICC ADR modes and highlight the unique features and advantages of each mode to suit various business exigencies.

3. To show how ICC DRS has been the worldwide leader in ADR.

Proposed Program

2:10 PM	Welcome Remarks ICCP Arbitration Committee Chairman Victor P. Lazatin
2:15 PM	Introduction of Speaker Shirley Alinea
2:20 -3:30 PM	Guest Speaker Tejus Chauhan Regional Director South Asia, Arbitration & ADR ICC International Court of Arbitration
	Reactors 1. Prof. Arthur A. Autea 2. Engr. Ramon Allado
3:30 – 3:45PM	Q & A Moderator: Atty. Ma. Luisa Mauricio

Session 4

Technology for Good – Scaling Sustainability and benefits for SMEs

Venue: _____

Organized by the International Chamber of Commerce (ICC)

OVERVIEW: 2024 sees a rise in mandatory Environmental Social and Governance (ESG) reporting regulations and requirements both globally and in the Philippines, and with sustainability permeating into supply chains today, SMEs are now being expected to be sustainable to remain competitive. How can SMEs, without vast resources, leverage digital technologies and innovations to achieve Sustainability, and gain competitive advantages?

OBJECTIVES:

- Generate insightful discussion on the ESG landscape in Philippines and Asia, highlighting companies benefiting from sustainable practices – potential positive impact on reputation/brand image, cost savings, market positioning, access to preferential financing rates, just transition and greater social responsibility.
- Learn more about various ESG-enabling programs and guidelines available from international organisations the free United Nations ESCAP Sustainable Business Network (ESBN) APAC Green Deal.
- Learn about ESG trends and be part of a hands-on workshop to learn how SMEs can utilize digital technologies like the free Green Deal Digital platform, with a quick practical hands-on activity to preview how one can calculate and create a GHG and ESG report easily, without need to have vast resources.

Proposed Program

2:30 PM	Welcome Remarks ICCP Chairman, George T. Barcelon
2:35 PM	Introduction of Speakers ICCP Director, Sergio R. Ortiz-Luis, Jr.
2:40 – 3:30 PM	GUEST SPEAKERS Jose Ma. Concepcion III* President & CEO RFM Corporation

		Benjamin Soh Managing Director STACS Hashstacs Pte Ltd	
	3:30 – 3:45 PM	Q & A Moderator: Ms. Melanie C. Ng PCCI Chair, SME	
	<p style="text-align: center;"><u>SESSION 5</u></p> <p style="text-align: center;">Venue: _____</p> <p style="text-align: center;">Agenda: Operations manual and initial planning for next year's ABCs Organized by the Philippine Chamber Development Institute (PhilCDI)</p>		
04:00-05:30 PM	Closing Ceremony		
04:00-04:05	Message <ul style="list-style-type: none"> • Consul Enunina V. Mangio 		
04:05-04:10	Handover of Conference Resolutions <ul style="list-style-type: none"> • Mr. Raymund Jude G. Aguilar 		
04:10-04:40	Presentation of Awards (19) Testimonial for Architect Felino A. Palafox, Jr., 49 th PBC&E Chairman Most Business-Friendly LGU Most Outstanding Chamber		
04:40-05:00	Introduction of the Guest of Honor and Keynote Speaker <ul style="list-style-type: none"> • Secretary Frederick D. Go, Special Assistant to the President for Investment and Economic Affairs* Keynote Address <ul style="list-style-type: none"> • H.E. Ferdinand R. Marcos, Jr., President of the Philippines* 		
05:00-05:30	Photo Opportunity		
05:30-09:00 PM	Gala Dinner		



23RD BUSINESSMEN'S CUP GOLF TOURNAMENT

October 21, 2024 | Eastridge Gold Club, Binangonan, Rizal

REGISTRATION FORM

COMPANY/ORGANIZATION		
ADDRESS		
TELEPHONE	MOBILE	EMAIL
NAME OF PLAYERS		HANDICAP

Tournament Fee

PHP 7,500 – Inclusive of VAT, 1 Mulligan Worth Php1,000, Green Fee, Golf Cart, Golfers Insurance, Banquet, Giveaways, and Raffle Prizes

Cancellation Policy

1. Cancellations of confirmed registrants must be in writing and received by the PCCI Golf Tournament Committee at least (14) days before the event. Approved cancellations will incur a 20% administrative fee.
2. Player substitution is permitted (7) days before the event.
3. "No-show" is Non-refundable.
4. The PCCI Golf Organizing Committee reserves the right to cancel the tournament due to reasonable restrictions that the government may impose.

Payment Details

☐ **CHEQUE PAYMENT**

Please make cheque payable to Philippine Chamber of Commerce and Industry

☐ **BANK DEPOSIT**

Metrobank

Account Name: Philippine Chamber of Commerce and Industry Inc.

Account Number: 537-7-53700203-0

Branch: Fort – McKinley Hill

Swift Code: MBTCPHMM

BDO

Account Name: Philippine Chamber of Commerce and Industry Inc.

Account Number: 0069-6006-5304

Branch: Fort – McKinley Hill

Swift Code: BNORPHMM

Note: Please email deposit slip to pccigolf.tournament@philippinechamber.com and place "GOLF-PAYMENT" at the email subject for proof of payment

TOURNAMENT RULES

I/WE HEREBY AGREE TO ABIDE ALL THE RULES OF THE TOURNAMENT

MODIFIED SYSTEM 36 is a Same-Day Handicapping System that allows golfers who don't have official handicap indexes to play in tournaments that require the use of net scores.

System 36 assigns a point value to golfer's score (pars, bogeys, etc.) at the end of the round, add up those points values and subtract from 36. That becomes the golfer's handicap for the round just completed.

- A double bogey or worse is worth 0 points
- A bogey is worth 1 point
- Pars and everything better than par-birdie are 2 points each

MODIFICATION: To speed up play, a maximum score of double par plus two strokes will be automatically applied to a potential score of triple bogey or when a player opts to pick up his ball.

LATE PLAYERS: Players who are late based on the Shotgun tee of 8:00 AM are still eligible to play. However, they will get an automatic score of DOUBLE-PAR in each hole that they missed. Upon their arrival, they will start on the next hole where their co-flight members are located (if their co-flight members are in the middle of the fairway, then the late players will start on the next hole.)

LOWEST NET	- 1 PCCI Trophy
LOWEST GROSS	- 1 Trophy
CHAMPION (Class A, B, C)	- 1 Trophy each
1ST RUNNER-UP (Class A, B, C)	- 1 Trophy each
2ND RUNNER-UP (Class A, B, C)	- 1 Trophy each
CHAMPION, LADIES DIVISION	- 1 Trophy

HOLE – IN – ONE:

HOLE NO. 3 (130 Yards)
HOLE NO. 8 (130 Yards)
HOLE NO. 12 (130 Yards)
HOLE NO. 16 (130 Yards)

SPECIAL AWARDS:

Longest Drive (Hole No. 18)
Nearest to the Pin (Hole No. 12)
Most Accurate Drive (Hole No. 7)

Hole-in-one Prizes will be given in all Par 3 holes. If there is more than one winner on the same hole, the prize unit, as the case may be, will be shared equally. All corresponding taxes shall be for the account of the winner or winners.

The pairing will be published and will be strictly followed. Unavoidable changes of pairings can only be made subject to the approval of the tournament director. Mandatory mulligan @1000.00 front and back is included in the Tournament Fee.

The 20 inches radius diameter circle "gimme" putt will be allowed. Please sign all scorecards and submit them immediately to the tournament coordinator. Scores of players who fail to submit their scorecards right after their games will not be included in the final tally.

The decision of the Tournament Committee is final. For further queries and clarification, please contact the tournament coordinator, MS. JOYCE LANSANGAN at 0917.135.4871 or joyce.lansangan@philippinechamber.com

SIGNATURE

DATE