



45TH PHILIPPINE BUSINESS CONFERENCE & EXPO

ENABLING BUSINESS IN A DIGITAL ECONOMY

Business has entered the era of digital economy. A technology-driven revolution, the digital economy is disrupting and transforming traditional business models, creating unprecedented opportunities for growth while also presenting uncertainties for business sustainability. Do businesses have the strategic clarity or focus to grow under such a dynamically changing, competitive business landscape? How can the digital economy support business growth and promote sustainability? What are the imperatives for business leaders, policymakers and even workers?

PROGRAM

Date/Time	Activity
October 14, Monday	
07.00-03.00 pm	Golf Tournament
October 15, Tuesday	
01.00-05.00 pm	National Chamber Management Forum
October 16, Wednesday	
08.00-09.00 am	Registration
09.00-09.30 am	Opening of Exhibits
09.30-10.15 am	<p>Parade of Colors</p> <p>Invocation</p> <p>Philippine National Anthem</p> <p>45th PBC Opening Billboard</p> <p>Call to Order</p> <ul style="list-style-type: none"> • Dr. William Co, Chairman, 46th PBC&E <p>Opening Statement</p> <ul style="list-style-type: none"> • Ms. Alegria Sibal Limjoco, President, PCCI
10.15-10.30 am	<p>Opening Keynote Speech</p> <ul style="list-style-type: none"> • Vice President Leonor S.T. Robredo (<i>invited</i>)
10.30-11.00 am	<p>Presentation of Awards</p> <ul style="list-style-type: none"> • Excellence in Ecology and Economy Awards • Alfredo M. Yao Intellectual Property Awards • Injap Sia Outstanding Young Entrepreneur Award

11.00-11.30 am	Photo Opportunity
11.30-12.00 nn	<p>Plenary 1: Enabling a Competitive Business Landscape</p> <ul style="list-style-type: none"> • Governor Benjamin S. Diokno, Bangko Sentral ng Pilipinas <i>(invited)</i> <p><i>The last decade saw the emergence of new paradigms: the rise in importance and dominance of emerging economies and the acceleration of technological revolution. Both of these development have driven the explosion of global business. However, even as global economic growth is robust, it has remained fragile and vulnerable to trade, geopolitical tensions and even to disruption arising from technological change. How is the Philippines building its economic resilience and competitiveness to achieve sustained growth amidst global tensions and hyper-connectivity?</i></p>
12.00-01.00 pm	Lunch
01.00-02.00 pm (01.00-01.15) (01.15-01.45)	<p>Plenary 2: The Future of Business: Opportunities under the 4IR</p> <ul style="list-style-type: none"> • Mr. Jaime Augusto Zobel de Ayala, Chairman and Chief Executive Officer, Ayala Corp. <i>(invited)</i> <p><u>Panel Discussion</u></p> <ul style="list-style-type: none"> • Mr. Jaime Augusto Zobel de Ayala <i>(invited)</i> • Undersecretary Rafaelita M. Aldaba, Competitiveness and Innovation Group, Department of Trade and Industry <i>(invited)</i> • Dr. Dan C. Lachica, Chairman, Manufacturing Committee, PCCI <i>(invited)</i> • Ms. Bettina Quimson, Chair, PCCI ICT Committee (Moderator) <i>(invited)</i> <p><i>The digital economy, driven by the Fourth Industrial Revolution is shaping the future of production, services delivery and overall business models. These changes are presenting opportunities such as improved productivity, and risks such as the displacement of human labor. What is the best approach to manage the transition to the digital economy and anticipate its benefits proactively? How can businesses institutionalize the capacity to change as an imperative in a highly-dynamic business environment?</i></p>
02.00-03.00 pm (02.00-02.15) (02.15-02.45)	<p>Plenary 3: The Future of Jobs: Education and Upskilling of the Workforce</p> <ul style="list-style-type: none"> • Mr. Ng Cher Pong, Deputy Secretary (SkillsFuture), Ministry of Education, Singapore <i>(invited)</i> <p><u>Panel Discussion</u></p> <ul style="list-style-type: none"> • Mr. Ng Cher Pong <i>(invited)</i> • Secretary Silvestre Bello, III, Department of Labor and Employment <i>(invited)</i>

	<ul style="list-style-type: none"> • Dr. Perfecto A. Alibin, Commissioner, Commission on Higher Education <i>(invited)</i> • Deputy Director General Rossana A. Urdaneta, Policies and Planning, Technical Education and Skills Development Authority <i>(invited)</i> • Dr. Alberto P. Fenix, Jr., Chairman, Human Resources Development Committee, PCCI (Moderator) <p><i>Characterized by the constant evolution of new technology, systems, processes and tools, the digital economy is dynamically shifting business models and the nature of work. These changes emphasize the need to redesign the education system, transform the learning and teaching delivery and demand that the industry sectors enhance, reskill and upscale their workforce. How are educators, policymakers, business and even labor leaders preparing the current and future workforce to meet ways of thinking and working that are in demand in the digital economy? How can companies and societies reap the benefits of productive, innovative and experienced employees who continue to adapt and deliver over time?</i></p>																				
<p>03.00-04.00 pm</p> <p>(03.00-03.15)</p> <p>(03.15-03.45)</p>	<p>Plenary 4: The Future of Regulation: Enabling Innovation and Technological Change</p> <ul style="list-style-type: none"> • Secretary Gregorio Honasan, III <i>(invited)</i> <p><u>Panel Discussion</u></p> <ul style="list-style-type: none"> • Chairman, Senate Committee on Trade and Industry • Chairman, House Committee on Trade and Industry • Mr. Vicente T. De Villa, III, Financial Technology Sub-Sector, Bangko Sentral ng Pilipinas <i>(invited)</i> • Ms. Pinky Webb, CNN Philippines (Moderator) <i>(invited)</i> <p><i>A supportive regulatory environment is a key factor to the efficient transition to the digital economy, the acceleration of innovation and business’ confidence, productivity and competitiveness. Given the Fourth Industrial Revolution’s rapid pace of change and broad impacts, policymakers and regulators are being challenged to an unprecedented degree. With digital technology enabling new platforms and business models that may be beyond what regulators have yet encountered, and with these digital technology platforms taking advantage of the fast-moving exponential technologies, the potential for regulatory disconnect increases. How then can regulators and policymakers assess the risks and mitigate them sensibly without stifling the enormous potential benefits that the Fourth Industrial Revolution technologies have to offer?</i></p>																				
<p>04.15-05.30 pm</p>	<table border="1" style="width: 100%; text-align: center;"> <tr> <td colspan="5">Business matching and networking sessions</td> </tr> <tr> <td colspan="5">Simultaneous break-out sessions</td> </tr> <tr> <td>Session 1:</td> <td>Session 2:</td> <td>Session 3:</td> <td>Session 4:</td> <td>Session 5:</td> </tr> <tr> <td></td> <td></td> <td></td> <td>Doing</td> <td></td> </tr> </table>	Business matching and networking sessions					Simultaneous break-out sessions					Session 1:	Session 2:	Session 3:	Session 4:	Session 5:				Doing	
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	Investment Opportunities- North Luzon	Investment Opportunities- Visayas	Doing Business in ASEAN and Asia	Business in the Middle East	Pitching Session by Tech Start-Ups in partnership with DOST
06.00-09.00 pm (05.30-06.00 pm)	Awards Night and Fellowship Registration Welcome Remarks Dinner Awarding <ul style="list-style-type: none"> • Business Idea Development Awards Special Citations <ul style="list-style-type: none"> • ABC Host Chambers • Most Outstanding LGU Awards (Finalists) • Most Outstanding Chamber Awards (Finalists) 				
October 17, Thursday					
08:00-09:00 am	Registration				
09.00-10.00 am (09.00-09.10) (09.10-09.20) (09.20-09.30) (09.30-10.00)	Plenary 5: Leveraging New Technologies, Creating a Competitive Edge Using Data to Guide Digital Strategy <ul style="list-style-type: none"> • Mr. Jason Cruz, Head of Digital Strategy, McCann Worldgroup (<i>invited</i>) Innovation for the Future <ul style="list-style-type: none"> • Dr. Ryuta Takeda, General Manager-Global Platform Development Division, Leave a Nest (<i>invited</i>) New Technologies and their Practical Application <ul style="list-style-type: none"> • Secretary Fortunato dela Pena, Department of Science and Technology (<i>invited</i>) <u>Open Forum</u> <ul style="list-style-type: none"> • Mr. Perry Ferrer, Chairman, Science and Technology Committee, PCCI (Moderator) <p><i>In an era of rapid digital transformation, new technologies have opened up opportunities and created challenges, fundamentally altering traditional business operating models and the work environment. How can firms extract business value from emerging technologies? How can these the new technologies and digital innovations help firms, especially small enterprises,</i></p>				

	<i>manage their resources more effectively, improve cost efficiency and productivity?</i>
10.00-10.30 am	<p>Plenary 6: Understanding the Economic Impact of e-Commerce</p> <ul style="list-style-type: none"> Secretary Carlos G. Dominguez, Department of Finance (<i>invited</i>) <p><i>E-commerce has grown significantly in the past 10 years. Its simple online applications have given rise to “boundary crossing” - across borders and across industries. It is however this nature – the rise of digital transaction - that has fueled a debate about the taxation regimes to be used. How can government protect its revenue base but at the same time encourage the development of new technologies or the involvement of the business community in the evolving and growing e-market place?</i></p>
10.30-11.15 am	<p>Special Session: The Trade War and its Impact on Philippine Business and the Economy</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> Secretary Ramon M. Lopez, Department of Trade and Industry Mr. Jin Yuan, Commercial Counsellor, China Embassy in the Philippines Ayala Corporation Apple Philippines Mr. George Lee, Country Manager, Huawei Philippines Consumer Business Group Mr. Deng Jun Bank of China Dr. Francis Chua, Director for International Affairs, PCCI (Moderator) <p><i>The United States and China have been engaged in a trade war involving the mutual placement of tariffs. The trade war escalated after the US’ ban on sharing technology with Huawei and restriction of Chinese telecommunications companies from selling their equipment in the US followed by actions to increase tariffs from both sides. What are the risks to the local and global economy and to firms doing business with China? How will these affect the Philippine economy?</i></p>
11.15-11.45 am	<p>Special Session</p> <ul style="list-style-type: none"> Mr. Samir Modi, President, Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI)
11.45-01.00 pm	Lunch
	Plenary 7: Strengthening Trade and Investments
01.00-01.30 pm	<p>Track 1: Ph-China Trade and Investment Relations</p> <ul style="list-style-type: none"> H.E. Zhao Jianhua, Ambassador of the People’s Republic of China to the Philippines

	<p><i>In 2018, investment pledges from China increased by 2,072%, while investment and trade deals on energy, petrochemical, industrial park, and infrastructure projects worth \$12.16 billion were also made. With both countries' leaders appearing to have a promising relationship, bilateral ties are expected to grow only more robust, with more trade and investments in the years to come. There is no contest that the Philippines and China have many matters of mutual interest. But what other areas for cooperation and partnership could be looked into? How will the investment pledges be translated into FDIs?</i></p>				
01.30-02.00 pm	<p>Track 2: Ph-Japan Trade and Investment Relations</p> <ul style="list-style-type: none"> H.E. Koji Haneda, Ambassador of Japan to the Philippines <p><i>The Philippines and Japan share a long history of good trade and economic relations. This is evident in the fact that the Philippines only has two existing bilateral trade agreements, one of them being with Japan. On May 2019, President Rodrigo Duterte and Japan Prime Minister Shinzo Abe had a fruitful discussion on bilateral relations in trade and investments. Mindanao has been identified as a priority area for Japanese investments. How does Japan plan to concretize the agreements made during President Duterte's visit? How will the First Protocol to Amend the ASEAN-Japan Comprehensive Economic Partnership (AJCEP) Agreement affect prospective investments?</i></p>				
02.00-02.30 pm	<p>Track 3: Ph-USA Trade and Investment Relations</p> <ul style="list-style-type: none"> H.E. Sung Kim, Ambassador of the United States of America to the Philippines 				
02.30 pm	Approval of the 45th PBC Resolutions				
03.00-04.30 pm	Business matching and networking sessions				
03.00-04.30 pm	Simultaneous break-out sessions				
	Session 1: Investment Opportunities- South Luzon	Session 2: Investment Opportunities- Mindanao	Session 3: Doing Business in Latin American Countries	Session 4: I Doing Business in the Eastern European Countries	Session 5: Pitching Session by IP Innovation Awards' Winners
04.30-05.00 pm	Security Check/ All Guests must be seated				
06.00-07.00 pm	<p>CONCLUDING CEREMONY</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> Ms. Alegria Sibal Limjoco <p>Presentation of Awards</p>				

	<ul style="list-style-type: none"> • 44th PBC Chairman • ICC Global Excellence • Most Business-Friendly LGU • Most Outstanding Chamber <p>Hand-over of PBC Resolutions</p> <ul style="list-style-type: none"> • Dr. William S. Co <p>Introduction of the Keynote Speaker</p> <ul style="list-style-type: none"> • Secretary Ramon M. Lopez, Department of Trade and Industry <p>Keynote Speech</p> <ul style="list-style-type: none"> • President Rodrigo Roa Duterte (<i>invited</i>) <p style="text-align: right;"><u>Emcee</u> PCCI</p>
	<p>Gala Dinner</p>