



### PROGRAM – as of September 11, 2020, 9:30 AM

8:30 – 9:00 AM

#### OPENING CEREMONIES

*Call to Order*

*Invocation*

*Philippine National Anthem*

#### *Messages from the Co-Presentors*

**Mr. DENNIS O. VALDES**

President, Alphaland Corporation

**Mr. NESTOR V. TAN (?)**

President and CEO, BDO Unibank, Inc.

**Mr. MIGUEL G. BELMONTE**

President and CEO, BUSINESSWORLD

**Mr. DENNIS ANTHONY H. UY (?)**

CEO, Converge ICT Solutions, Inc.

**Ms. JOSEPHINE “Joji” GOTIANUN YAP**

President and CEO, Filinvest Development Corporation

**Mr. FEDERICO “Piki” R. LOPEZ**

Chair and CEO, First Philippine Holdings Corporation

#### *Message from the Principal Presentor*

**Mr. RAMON S. ANG (?)**

President and COO, San Miguel Corporation

#### *Opening Remarks from the MAP President*

**Atty. FRANCISCO “Francis” ED. LIM**

Senior Partner and ExCom Member, ACCRALAW

#### *Message from the MAP Conference Chair*

**Ms. ALMA RITA “Alma” R. JIMENEZ**

President and CEO, Health Solutions Corporation

**Conference AVP Theme-setter**

**Dr. JEFFREY D. SACHS (New York)****Director, Sustainable Development Solutions Network**

This session will tackle the many questions that will arise as organizations deal with the new realities; but the more important development viewed with concern are the geopolitical shifts that pose more questions than answers. The pandemic continues to wreak havoc, yet this bigger issue of containing this and getting the economy back on track had been seemingly secondary to the political maneuvers, hampering what is supposed to be a world working in unity to rise again.

China's moves are causing concern in the Asia-Pacific region, especially in the wake of the dispute with India and its ongoing trade issues with the United States. The release of Dr. Sachs' latest book "*The Ages of Globalization: Geography, Technology and Institutions*" is timely because it helps modern society make sense of these upheavals.

Dr. Sachs is a world-renowned economics professor, bestselling author, innovative educator, and global leader in sustainable development.

He is widely recognized for bold and effective strategies to address complex challenges including debt crises, hyperinflations, the transition from central planning to market economies, the control of AIDS, malaria, and other diseases, the escape from extreme poverty, and the battle against human-induced climate change.

He serves as the Director of the Center for Sustainable Development at Columbia University, where he holds the rank of University Professor, the university's highest academic rank. Sachs held the position of Director of the Earth Institute at Columbia University from 2002 to 2016. He is President of the UN Sustainable Development Solutions Network, a commissioner of the UN Broadband Commission for Development, and an SDG Advocate for UN Secretary General Antonio Guterres. From 2001-18, Sachs served as Special Advisor to UN Secretaries-General Kofi Annan (2001-07), Ban Ki-moon (2008-16), and António Guterres (2017-18).

He has authored and edited numerous books, including three *New York Times* bestsellers: *The End of Poverty* (2005), *Common Wealth: Economics for a Crowded Planet* (2008), and *The Price of Civilization* (2011). Other books include *To Move the World: JFK's Quest for Peace* (2013), *The Age of Sustainable Development* (2015), *Building the New American Economy: Smart, Fair & Sustainable* (2017), *A New Foreign Policy: Beyond American Exceptionalism* (2018), and most recently, *The Ages of Globalization: Geography, Technology, and Institutions* (2020).

He was the co-recipient of the 2015 Blue Planet Prize, the leading global prize for environmental leadership. He was twice named among Time magazine's 100 most influential world leaders and has received 32 honorary doctorate degrees. The New York Times called Sachs "probably the most important economist in the world," and Time magazine called Sachs "the world's best-known economist." A survey by The Economist ranked Sachs as among the three most influential living economists.

Prior to joining Columbia, he spent over twenty years as a professor at Harvard University, most recently as the Galen L. Stone Professor of International Trade. A native of Detroit, Michigan, he received his B.A., M.A., and Ph.D. degrees at Harvard.

**Moderator:****Dr. FEDERICO "Poch" M. MACARANAS****Adjunct Professor, Asian Institute of Management (AIM)****SESSION 2: Business in the New Economic Universe: Rebuilding Amidst Changed Global Dynamics****Mr. BLAIR H. SHEPPARD (London)****Global Leader, Strategy and Leadership, PwC UK**

Business will change as the world order reshapes itself. When torture-tested by the pandemic, the cracks of the globalization showed. As organizations brace themselves to deal with new realities, each one will realize only too well that this will be tied up to the bigger issue of getting the economy back on track. No one will have the answers – and the most adaptable and agile will have better chances to recovering than those who will insist on using old tools to manage the new.

But what will be the "new"? In his new book "*Ten Years to Midnight: Four Urgent Global Crises and Their Strategic Solutions*", Blair pointed out major concerns that are in turn precipitating four crises: a crisis of prosperity, a crisis of technology, a crisis of institutional legitimacy, and a crisis of leadership. The COVID pandemic highlighted just how critical those concerns are in mitigating its effect and in crafting strategies for a different world.

How should business change? The questions about globalization have been numerous and as he said, there might be a 'need to place a much greater emphasis on developing self-sustaining local economies'. Blair also made a good case in urging quick and thoughtful actions because we might 'have only a decade to make headway on these problems'. The question is HOW.

In this session, Blair will share his analysis and insights of what is and what will be.

Mr. Sheppard joined PwC in 2012 as Global Leader, Strategy and Leadership. He leads the team that is responsible for articulating PwC's global strategy across 158 countries and the development of the current and next generation of PwC leaders. He is also Professor Emeritus and Dean Emeritus of Duke University's Fuqua School of Business.

He spent the majority of his career at the Fuqua School of Business, Duke University. During his tenure, he held several roles, including Associate Dean for Executive Education, during which Fuqua created one of the world's first blended degrees, the Global Executive MBA, and founding CEO and Chair of Duke Corporate Education, which was rated as the world's top provider of custom executive education for nine years in a row. As Dean, he was also the primary architect of Duke Kunshan University in China, which opened in 2014.

He has advised more than 100 companies and governments in the areas of leadership, corporate strategy, organizational relationships and design, and has published more than 50 books and articles. His most recent publications, "A crisis of legitimacy" and "Adapting to a new world" in strategy + business magazine, focus on the most acute global challenges facing the world today, including those of the post-COVID-19 landscape. And his book *Ten years to midnight: four global crises and their strategic solutions* will be published in 2020.

He is a regular speaker at high-caliber international forums including the Global Solutions Summit, the St. Petersburg International Economic Forum, and Slush.

He is an international advisory board member at the Moscow School of Management SKOLKOVO and at the University of Oman.

He received his Doctorate in social psychology from the University of Illinois in 1980 and Masters from the University of Western Ontario (London, Ontario) in 1977.

**Moderator:**

**Ms. MARY JADE "Jade" T. ROXAS-DIVINAGRACIA**

**Managing Partner for Deals and Corporate Finance, Isla Lipana & Co./ PwC Philippines**

10:20 AM - 10:30 AM

**Results of the PwC - MAP CEO Survey 2020**

**Atty. ALEXANDER "Alex" B. CABRERA**

**Chair and Senior Partner, Isla Lipana & Co./PwC Philippines**

10:40 AM – 11:15 AM

**SESSION 3: MEDIA FREEDOM IN GLOBAL CRISIS: News Interpreters or Opinion Framers**

**Atty. AMAL ALAMUDDIN CLOONEY (London)**

**Barrister, Special Envoy, Global Media Freedom, British Foreign and Commonwealth Office**



Beyond discussions and solutions, we seek inspiration through leaders who have shown the leadership and courage to be true to themselves and their stories and acted accordingly. In so doing, these leaders invited the world to find hope in pursuing the high road of service to humanity.

The world is not only experiencing the COVID-19 outbreak at the national level; people across the globe have ringside seats watching the events unfold 360 degrees. News are reported virtually real-time; opinions are heard; viewpoints are heard. These are picked up and shared in the social media, or by local newspapers – or discarded as the sheer volume becomes too heavy to digest. However, the appetite for news appears to be difficult to satiate – as people want more, if only to know where they stand in a sea of situations they cannot control.

In this session, Atty. Clooney will share her analysis and insights on how she sees the role of media evolving in the wake of various upheavals that seem to happen all at the same time – new role or back to basics – and how they can make the best impact in a reshaping environment.

Atty. Clooney is a barrister who specializes in international law and human rights. She represents clients before international courts including the International Criminal Court, the International Court of Justice and the European Court of Human Rights.

She is ranked in the leading legal directories Chambers and Partners and Legal 500 as one of the top lawyers in the UK in the fields of international human rights and international criminal law. According to the rankings, she is "an exceptional lawyer" and "focused advocate" who "attracts plaudits for her ability to handle complex [international criminal] proceedings in difficult cases".

She served as a Senior Advisor to Kofi Annan when he was the UN's Envoy on Syria and as Counsel to the UN Inquiry on the use of armed drones. She has also been appointed to the UK Attorney-General's panel of experts on public international law. In 2019, she was appointed the UK's Special Envoy for Media Freedom by the UK Foreign Secretary and she serves as vice-chair of a High-Level Panel of Legal Experts on Media Freedom chaired by the former President of the UK Supreme Court.

She frequently represents political prisoners and journalists around the world. She currently represents the award-winning journalist Maria Ressa, editor of one of the leading online news organisations in the Philippines, who faces over 80 years in prison in successive prosecutions for her work. She has served as counsel for many other journalists, including Khadija Ismayilova, an investigative reporter imprisoned in Azerbaijan for reporting on corruption; Mohamed Fahmy, when he was Al Jazeera's bureau chief in Cairo; and two Pulitzer Prize-winning Reuters journalists who were recently released from imprisonment in Myanmar following their reporting on crimes committed against Rohingyas.

She also represents the victims of mass atrocities, including a group of Iraqi women from the Yazidi community who are seeking accountability for genocide and other international crimes perpetrated by ISIS in national courts around the world and before the United Nations.

She is a Visiting Professor at Columbia Law School, where she co-teaches the Human Rights course, and she is co-author of a forthcoming book titled *'The Right to a Fair Trial in International Law'* to be published by Oxford University Press in 2020.

In 2016, she and her husband George established the Clooney Foundation for Justice to advance justice and accountability around the world.

**Moderator:**

**Atty. DOMINGO "Egon" Q. CAYOSA**

**President, Integrated Bar of the Philippines (IBP)**

11:20 – 11:55 AM

#### **SESSION 4: ASEAN IN TIMES OF CRISIS: Greater Integration, Unity and Solidarity in Adversity**

**H.E. DATO PADUKA LIM JOCK HOI (Indonesia)**

**Secretary-General, Association of Southeast Asian Nations (ASEAN)**



The more important development viewed with concern are the geopolitical shifts that pose more questions than answers. As organizations brace themselves to deal with new realities, each one will realize only too well that this will be tied up to the bigger issue of getting the economy back on track.

The ASEAN region is facing these pandemic issues in many fronts – supply chain challenges, closed borders, the race for vaccines, COVID containment – all requiring responses that will have bigger implications.

Will these issues strengthen the integration, or will these negate the hard work painstakingly undertaken to get to the level of prosperity that the region enjoyed and posed to benefit from for what we all thought will be long-term?

Dato Lim Jock Hoi was the Permanent Secretary at the Ministry of Foreign Affairs and Trade, Brunei Darussalam since 2006.

During his tenure, he served as Brunei Darussalam's Senior Official for the ASEAN Economic Community Pillar (SEOM), APEC (Asia-Pacific Economic Cooperation) and the ASEM (Asia-Europe Meeting). He was a member of the High Level Task Force on ASEAN Economic Integration (HLTF-EI) since 2001, serving as the HLTF-EI Chair in 2017. He was Brunei Darussalam's Chief Negotiator for the Trans-Pacific Partnership Agreement (TPP), as well as for the P4, precursor to the TPP negotiations. Previously, he was also the Co-Chair during the negotiations for the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA), and also served as Brunei Darussalam's Chief Negotiator for the Brunei Darussalam-Japan Economic Partnership Agreement (BJEPA). From June 2011-2017, he was the Chairman of the Governing Board of the Economic Research Institute for ASEAN and East Asia (ERIA). He was also on the External Advisory Board for the ASEAN 2030 Study being undertaken by the Asian Development Bank (ADB).

He entered the Government Service as an education officer in 1977 and served as principal of a Secondary School from 1981 – 1985. From February 2001 – July 2005, he was appointed as Director-General, International Relations and Trade Development, Ministry of Industry and Primary Resources. In September 2005, he was appointed as Deputy Permanent Secretary, Ministry of Foreign Affairs and Trade.

He graduated from the City of London Polytechnic in BSc (Hons) Economics in 1976 and received his Post Graduate Certificate of Education in 1977.

He was awarded The Most Honourable Order of Seri Paduka Mahkota Brunei, second Class (D.P.M.B) in 2007. He is married with two sons.

**Moderator:**  
**Ms. ALMA RITA “Alma” R. JIMENEZ**  
President, ASEAN Society Philippines

12:00 – 12:40 PM

**SESSION 5: GEO-ECONOMIC SHIFTS: Ripples and Waves Across the Globe**

**Dr. THIERRY APOTEKER (France)**  
Chairman and Chief Economist, TAC ECONOMICS



Getting a reading from a renowned economics just like Dr. Apoteker will be helpful in figuring out the possible lay of the land. What will the world economy look like even as the coronavirus continue unabated? How long will it take for the economies to recover from this pandemic? How are the markets affected?

This session will enable the participants to learn from Dr. Apoteker’s body of work, especially in his area of expertise, and gain insights on what will be in store in the business sectors that are hardest-hit casualties in the COVID war.

Dr. Thierry Apoteker is the Chairman & Chief Economist of TAC Economics, a leading research and consulting group providing economic, financial and risk advisory services to clients worldwide. Apoteker started as a junior economist for French thinktank BIPE before moving to Banque Indosuez (now Credit Agricole Indosuez/Calyon/CACIB) where he set up the country risk division before becoming the bank's chief economist and head of the Research Department. He left the bank in 1990 to found TAC Economics.

Apoteker graduated from the top French school of management HEC and obtained a Doctorate in Monetary Economics from the University of Paris Dauphine. He is a frequent lecturer on international economics in many academic institutions and is a speaker at many international conferences.

**Moderator:**  
**Gov. AMANDO “Say” M. TETANGCO JR.**  
Independent Director, Belle Corporation

12:45 – 1:00 PM

**CLOSING CEREMONIES**

**Conference Summary/Highlights**  
**Mr. JUNIE DEL MUNDO**  
Vice Chair, MAP CEO Conference Committee  
Chair and CEO, The EON Group

**CLOSING REMARKS**  
**Atty. BENEDICTA “Dick” DU BALADAD**  
Governor-in-Charge, MAP CEO Conference Committee  
Founding Partner and CEO, Du-Baladad and Associates (BDB Law)





The pandemic continues to cause fear, disruption, and destruction across the world. The threat revealed how largely uncoordinated the global response system is, exposed the vulnerabilities and showed the lack of preparedness to manage a crisis of this scale and magnitude. Now, every country faces the major challenge of rebuilding in a severely contracted economic environment. This will be especially hard for the developing and underdeveloped nations already challenged even in pre-pandemic times.

The Management Association of the Philippines (MAP) is a diverse group of over a thousand CEOs, government heads, management educators and other leaders from the most prestigious institutions in the country. Every year, we bring together these leaders in a forum that discusses the prevailing issues and offers insights on options and directions. To make the Conference useful, we share it with management practitioners, educators and the students, so that they too will have a chance to listen and learn from our expert speakers.

This year, we are holding the **MAP International CEO Web Conference (WebCon)** with the theme **A WHOLE NEW WORLD: Reigniting the Stalled Global Economy** - conscious of the fact that it is indeed a changed world and we are facing big problems we may not have the answers for. It is precisely because of this that it becomes more critical that we hold discussions to learn from one another and help each other.

**The MAP INTERNATIONAL CEO WEB CONFERENCE 2020** will jumpstart this critical conversation and ignite ideas that hopefully will trigger the transformation to a changed business landscape, in a new world order.

- Be there as we take stock of the business situation in the crisis aftermath and its lessons.
- Be there as we collectively take a look at a new future unfolding.
- Be armed with insights culled from both experience and innovation perspectives.
- Be part of the conversations that can change your company's narrative.
- Be the one that thrives in the new order.

List of Sponsors and Participating Organizations - as of September 11, 2020

Knowledge Partner



Broadcast Media Partner



Premium Sponsors



Privilege Sponsors



Preferred Sponsors



Partner Sponsors



Media Partners



Collaborating Organizations in the Philippines



Collaborating Organizations Abroad



Beneficiary Schools

