



# PCCI-QC Gazette

The Official Newsletter of PCCI Quezon City

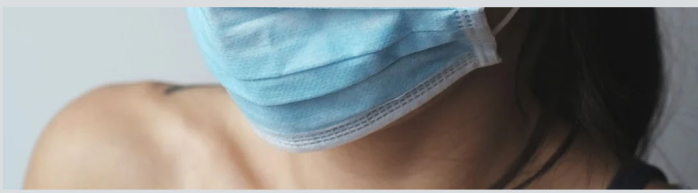
Issue No. 6 July - September 2020

## TWO MOBILE TESTING UNITS TURNED OVER TO QC-LGU



PCCI-QC is a proud partner of the Local Government of Quezon City headed by Mayor Joy Belmonte in flattening the curve of this pandemic. We entrusted funds to the City Mayor to support projects to combat COVID-19. One of these is the innovative Mobile Testing project where we bring testing to the people rather than asking people to go to the health centers and hospitals.

We turned over two Mobile Testing Units to be deployed to the barangays and villages. This project minimizes the movement of people, thereby minimizing the chances of spreading the virus. It also allows those tested to know the results of the test in a short time. Finally, it is a venue for community education on how to deal with COVID-19.



## INTO THE UNKNOWN: THREE WAYS TO COPE

BY DR CARL BALITA

Fear is better than anxiety. Fear has an object while anxiety is a vague feeling of unknown cause. Anxiety is highly subjective that only the one experiencing it can feel but neither can that person explain nor understand. It may range from a mild level which can be helpful and productive as it triggers a fight-or-flight response, to panic which limits perceptions, distorts thoughts, overwhelms emotions and deranges actions.

The current pandemic situation brings us into a state of crisis. It is a situation which leads us to use our coping skills which eventually gets drained and exhausted. The experience in a crisis is so abrupt, relatively new and subjectively overwhelming that it threatens the holistic being of a person. The person experiencing a disequilibrium and may express physical fatigue, social withdrawn, emotional instability, and even spiritual surrender.

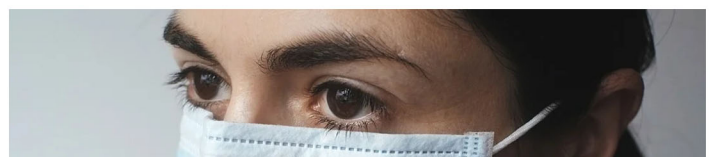
The key to anxiety and crisis is coping. And here are three recommended ways to cope:

Choose which you need to know, but know completely well. There is an unlimited access to information in social media, which has very limited responsibility to validate, authenticate and substantiate. News in the media tends to play the negative because the negative sells. These are the sources of information that can heighten anxiety and aggravate the crisis experience. Incomplete information is more dangerous than having no information. If you really care to know, make sure to get as much information as possible so you won't fall into the trap of a quoted sentence taken out of context, or a very limited perspective. The same internet that misinforms is the same access that provides you with the available and needed information so you will not navigate into the unknown and so you will not add up into the bandwagon of a partial misinformed reactive joyride. If you want to participate, use proactive critical thinking which means you have to postpone judgment as you gather sufficient valid information and evidence, so you can be objective. Spend time searching, especially if you care to participate and take intelligent action. That is if you care! Otherwise, ignore and focus on that which you care about. Shut off from the distracting noise and negativity that derail you. Pray: Lord, grant me the serenity to accept the things I cannot change, the courage to change the things that I can, and the wisdom to know the difference. Most of the time, it is neither serenity nor courage we need. It is wisdom.

Focus on what matters, and that couldn't be everything. Focus is focused, it cannot be into everything. The most productive people look obsessed in doing what they choose to do because of focus. The focus is, by choice, so sharp that energy, thoughts, feelings and actions are so directed into it. There is an undistracted pursuit of what matters most. The crisis is already overwhelming our well-being that we cannot afford to be lured by the distracting new order. Define what matters to you. Identify what you can do. Determine where you can be productive. Act on the matter at hand, and that couldn't be everything. Take small steps forward and make sure that every day, you are able to accomplish something that will make a better tomorrow. Even rest requires focus, and choice. The problem in a home-based work setting is that we do not draw the line between work and home. We are caught between the tug-of-war between the productivity that work demands and the carefree life that home provides. Draw the line with focus. Close your eyes and dream. Open your eyes and set a deadline to that dream and it becomes a goal. Sit down to write your goal. Break that goal into steps and you are able to create a plan. Execute the plan and it becomes a reality.

Stop worrying because you could rather do something. If you have a problem, and there is a solution, why worry? Get the solution to solve the problem. If you have a problem and there is no more solution, what is the point of worrying. That is from the Dalai Lama. And what is the lesson? Don't worry! It takes a lot of faith and hope to do that. But it takes a whole lot of choice to even decide not to worry. It doesn't mean to ignore and give up. It means to focus on what we can do rather than what we can worry about. Worrying is a paralyzing and de-moralizing feeling that consumes emotional energy and mental creativity to conceptualize strategic plans and take concrete actions for change. Most of the time, worrying is un-proportionately bothersome in anticipation than the actual bother it gives in reality. Have you experienced worrying too much about something only to realize in the end that your worry wasn't necessary at all because the anticipated doom wasn't there at all? Take care of today and let tomorrow take care of itself. Focus on the now and the moment, and what can be done and what needs to be done now, small things as they may.

Fear, anxiety and worry are normal human responses. Our animal nature enables us to give such responses. But our human nature has intellect and freewill to make us manage them for our advantage. Crises are inevitable situations in our life journey. But, for a greater tomorrow that we envision and pray for, we need to decide on what we can choose to do well today based on the best lessons we learned from the past. Don't worry about the future because God is already there.





# DATA PROTECTION V. DATA PRIVACY

By: Atty. Arnel Mateo

Understanding the term itself is the first step in order to be able to fully grasp its concept and how it is applied. Data Protection and Data Privacy, being synonymous to each other, are always most likely to be interchanged. However, no matter how interconnected these both are, the two have different meanings and applications as to how it is used when it comes to protecting your data.

Data Protection is the technical process of safeguarding your data from potential losses and breaches, may it be confidentiality breach, transparency breach, or even integrity breach. With the rapid increase of data everyone processes nowadays, making sure that you have the proper and up-to-date data protection protocols will ensure your data is kept from harm, loss, and destruction.

Data Privacy focuses on the legal aspect of data security that is concerned with the proper handling of data involving consent, notice, and regulatory obligations.

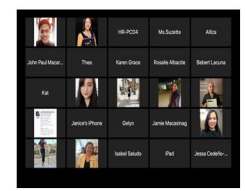
Data Protection focuses on the tools on how to enforce the policies and procedures set in place by Data Privacy which includes the prevention of unauthorized access by setting up rules and regulations embodied in your privacy manuals, privacy consent, and privacy notices.

Data Protection ensures that your data is safeguarded from unlawful access by unauthorised persons. It is about keeping threats and breaches at bay. Data Privacy is about what authorized persons who processed your personal data can lawfully do with your data and what recourse you can turn to when your data becomes unlawfully accessed.

To put it simply, Data Protection focuses on the mechanisms that will enable you to fully implement the scope of Data Privacy which encompasses the legal matters. Albeit different, it should be remembered that one cannot be implemented without the other. Both go hand-in-hand with each other.

Data is one of the most important assets a company has. With the continuing rise of data economy, more and more personal data shall be processed, stored, kept, and even disposed by companies. It is with the proper application of Data Protection, that protects data from compromise by external attackers and malicious insiders, and with the proper implementation of Data Privacy, which governs how data is collected, shared, and used, that a company will thrive and survive in our ever-growing data economy.

# GENERAL MEMBERSHIP MEETING



**July 10, 2020**

PCCI-QC General Membership Meeting with the theme: 1. Financial Access Strategies & Technologies (FAST)

PCCI-QC continues to care for their member-companies by assisting them to avail the QC LGU stimulus package (Kalingang QC sa Negosyo) and CARES Program from Small Business Corporation (SBC) thru PCCI.

Inducted six (6) new members during the induction

**August 1, 2020**

Another successful General Membership Meeting with More than 100 registered at zoom, 1,500 views in facebook and 64 shares.

Topic: Having a Customer-centric Mindset to have a Thriving Business

Resource Speaker: Claire Boscq-Scott, The busy queen bee from Australia

**September 17, 2020**

PCCI-QC General Membership Meeting with learning session on "COPING WITH COVID 19: EXPERIENCES OF THE WORLD" with 3 hi-caliber international speakers from London, Hawaii, and Singapore

# PCCI-QC PARTICIPATED EVENT WITH PCCI



**Philippine Chamber of Commerce and Industry**  
*The Voice of Business*

**WIPO**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

Roadmap to Recovery: Innovation Nation Webinar Series

**BRAND PROTECTION DURING COVID-19**  
(How to protect your brands and avoid becoming victims of scams and malicious cybercrimes)

**RESOURCE PERSONS**

**Mr. Peter Willimott**  
Senior Program Officer  
World Intellectual Property Organization

**Atty. Rowel Barba**  
Director General  
Intellectual Property Office of the Philippines

**Atty. Anthony Bengzon**  
Intellectual Property Lawyer  
Bengzon Niegra Untalan Law Firm

**July 13, 2020**  
**MONDAY**  
**02:00PM - 03:30PM**  
**VIA ZOOM**

**MODERATOR:**  
**Mr. Anton Sayo**  
Co-Chair  
Intellectual Property Committee  
PCCI

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## July 13, 2020

PCCI-QC members participated at the webinar conducted by PCCI on the Roadmap to Recovery: Innovation Nation Webinar Series. Brand protecting during Covid-19, How to protect your brands and avoid becoming victims of scams and malicious cybercrimes by Mr. Peter Willimott, Atty. Rowel Barba and Atty. Anthony Bengzon

## July 22, 2020

PCCI-QC members participated the webinar organized by PCCI on Digital Solutions: E-Commerce and Marketplace



**Philippine Chamber of Commerce and Industry**  
*The Voice of Business*

**Lazada**

**DIGITAL SOLUTIONS: E-COMMERCE AND THE DIGITAL MARKETPLACE**

**22 JULY 2020 WEDNESDAY | 3:00PM - 4:00PM | VIA ZOOM**

**Seller Testimonial**

**Eman Reza Kazemi**  
Business Developer  
Persia Grill

[www.philippinechamber.com](http://www.philippinechamber.com)

## August 19, 2020

PCCI-QC members participated the PCCI SDG 101 -learning series on Economic Prosperity on with a community purpose.

The Sustainable Development Goals (SDGs) are blueprint to achieve a better and more sustainable future for all by addressing the global challenges such as poverty, inequality, climate change, environmental degradation, peace and justice.

The SDG 101 gave an update on the implementation of SDG in the country, status of private sector commitment, and how the private sector adopt SDG in the operations



**SDG 101 - Economic Prosperity with a Community Purpose**  
SDG in Focus: A PCCI SDG Learning Series  
19 August 2020 | Wednesday | 3:00 PM via Zoom

**SUSTAINABLE DEVELOPMENT GOALS**

**SDG 101 - Economic Prosperity with a Community Purpose**  
SDG in Focus: A PCCI SDG Learning Series  
**August 19, 2020 | 3:00PM | via Zoom**

**SPEAKER**  
**Usec. Rosemarie G. Edillon**  
Planning and Policy  
NEDA

**SPEAKER**  
**Ms. Krie Reyes-Lopez**  
Founder  
Messy Bessy

**SPEAKER**  
**Mr. Perry Ferrer**  
Chairman and CEO  
EMS Group

**SPEAKER**  
**Mr. Daniel Layug**  
Founder  
PeoplePods Philippines

**MODERATOR**  
**Mr. Anton Sayo**  
Chairman  
PCCI IP Committee and Member  
PCCI SDG Committee

# IMPACT OF MODERN DISRUPTIONS IN BUSINESS ON THE SERVICE CONTRACTING INDUSTRY

By: Rhoda Castro-Caliwara



When we look at the term disruption, the first thing that comes to our minds are very negative connotations to the term; they are disturbances to an otherwise normal course of things; they arrest and impede the status quo. And this is especially true in the world of business.

However, if we look closely and in the broader sense, we will come to realize that throughout history disruptions bring about radical changes that shape the way we do things today. These changes dictate a certain norm, or rather, they accelerate progress for those that evolve with such changes. The bigger the disruption, the bigger the changes that it causes. The conduct of business in the present are inevitable results of past disruptions.

The service contracting industry is no exception to shifts and changes. Disruptions in business, of whatever kind and magnitude, inevitably affects – negatively or otherwise – the status of labor and employment. These certainly affect businesses that significantly rely on human labor.

We take for instance the disruptions that the government causes to business. Sometimes, even the effect of new regulations to a single industry is enough to significantly affect the business landscape in the country. Only to come to a realization that, taking political influences aside, what the government merely wanted the same ideals by which the service contractors have thrived: the pursuance of the welfare of the Filipino worker. In the end some vital changes happened in the way that business is ran in the service contracting industry where compliance and legitimacy is now an indispensable factor.

As we sit squarely in the midst of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. The dawn of the 4th Industrial Revolution is bringing together the digital, physical and biological systems. In its scale, scope, and complexity, the shift is very significant especially for industries that rely so much on human labor. The breadth and depth of these changes signal the transformation of entire systems of production, management, and governance.

At the very basic, this is how advancement in technology will affect the service contracting industry. We are in the business of service through manpower and we rely on labor force. And now, we are faced with the harsh (but welcome) realities and implications of technological advancements which will certainly affect the demand for workforce in the near future.

We have to shift to another level of services where we can capitalize on technology; we are forced to also raise the level of competency of the manpower that we employ in order for us to still be relevant. So as early as now we have to really consider other avenues where we can expand and diversify our operation. We have to put premium on fully outsourced services where we offer not only a certain process but also human labor who has the competencies to execute such processes.

This follows that we either hire people who have the expertise or we make experts among our people; either we recruit the best people for the job, or we train our people to make them best suited for the job.

The conduct of business of the future is fast becoming the present. As this happens, our workforce have also evolved dramatically. Take for example the youth of today, the millennial generation. They are different; they do not want to work the way we do. The emergence of the so-called idiosyncratic generation is a disruption in itself.

This generation of workers has different priorities, they demand balance. Younger labor force have want more flexibility and more independence; more freedom. But they can get their jobs done even if they do not have to be do it in the office all the time. Our generation hated that.

Then came a global pandemic. And the workplace was suddenly turned upside down. Flexible work arrangements are now recognized in labor regulations. Businesses were ordered to shut down and send their workers home. For these companies, having a remote working policy or work from home arrangement was no longer a choice. It was a necessity to stay in business.

Now we realize that that the ones who listened to their millennial employees have and will continue to adapt to this new reality the quickest. We now know that this is an opportunity to fuse the quirky millennial with the advancement of technology in the workplace – or at home, or under a tree, for that matter... or wherever it is that they can best accomplish their tasks.

The COVID 19 pandemic - a disruption of gigantic proportion in itself - has demanded certain norms that never in our lifetime have we thought of experiencing. Economies are falling globally, businesses are shutting down worldwide, and people are losing jobs... all these while we all hope to survive this pandemic.

Now while we are losing business prospects with the emergence of technological advancements, we are also losing people as fast as we lose clients. So while employment opportunities are fast dwindling, the unemployment rate in this pandemic situation is fast rising. This is a very dangerous formula for economic recession.

But in the final analysis, we get back to the nature of disruptions as harbingers of change. Disruptions are mere inconvenient truths that bring forth hidden opportunities in the guise of inevitable changes. And he who is most agile, most flexible and most resilient will discover these opportunities and quickly cope, adapt and evolve with the changes.

# REGENERATIVE FARMING, RETRACING NATURE'S TEACHINGS

BY: ATTY. REGIE DURAN



Today's agriculture is dominated by industrial methodologies: heavy tillage, chemical or synthetic fertilizer, herbicide, fungicide, pesticide, and lately, genetically modified organism (GMO). Until a year ago, all I knew of farming was industrial—that was what I saw growing up. I do not come from a farming family, but I come from among the farming regions of the country, Samar.

Four years ago, my wife and I, having started visiting my mother-in-law's otherwise untended small parcel of land in Nueva Ecija, decided to start a farm project. Knowing nothing about farming, we asked around the neighborhood for suggestions on what to plant. Majority recommended "calamansi," a species of citrus native to the Philippines that was gaining popularity for its hardy trait, and ease of care. "Just what we wanted!" we exclaimed.

So we planted some 400 trees. Fast forward to last year, we noticed that we were spending too much on industrial or chemical inputs that it was impossible to make a profit. And pests continued hound us, as did weeds, fungi and all, resulting in damaged harvest—half, sometimes more.

I realized that with the expensive and intensive inputs, the only way a I could turn a profit was if I had economies of scale, and I estimated that I could have it if I farmed at least five hectares. We did not have five hectares, so it was a losing enterprise. No wonder why small farmers are quitting the land for almost any alternatives.

A few hundreds of hours or so later, I realized the internet has, for a while now, had an enormous amount of quality information on regenerative farming, both printed or written, and filmed (YouTube). I have learned that not only does industrial or chemical farming make farming more expensive and back-breaking, but more importantly, industrial farming is causing humans a whole gamut of diseases. Listening to Dr. Christine Jones, an Australian soil ecologist, in one of her talks in the US, I was appalled at how far down we have gone in nutrition, and scientists link this to the food we take.

Dr. Jones breaks open the dreadful and gory results of a series of studies: "people in the US die from poor diet due to lack of food choices; 54% of children suffer from some kind of chronic disease—skin rashes, food allergies, headaches, etc.; scientists predict that one in two children will be born autistic; brain cancer recently overtook leukaemia as the number one killer of children under 15; cardiovascular diseases, cancer, and alzheimer's are the three leading causes of death in the US today; not long from now, one in two people will be diagnosed of cancer in his or her lifetime."

All of a sudden, I understood why we develop diseases that do not add up with our lifestyle—other than the food you eat. Worse, I realized I have been feeding my children the same trash, while I thought I was providing well for them. It has been a real eye-opener.

Inspired by my new learnings, and determined to retake control of my and my family's health, I have since, and for over a year now, stopped using chemicals in our little homestead, and, you guessed it right, I have never seen the trees bear more fruits—healthy unblemished fruits. You turn the soil and you see a vibrant community of organisms, from worms, grubs, to bugs, breaking down organic matters and turning them into topsoil—the layer of soil where the main nutrient cycling happens that spur plant growth.

It is an amazing feeling when you see nature respond to the care that you give it—I remember Joel Salatin, a pioneer American regenerative farmer, uttering that line or something to that effect, but I say it, because I experience it.

Continued to next page . . .

# REGENERATIVE FARMING, RETRACING NATURE'S TEACHINGS

BY: ATTY. REGIE DURAN

...continued

I know now why farmers are quitting, and I know how we can lure them back to the land—retrace nature's teachings for them. Regenerative farming mimics nature, while industrial farming divorces from nature. Nature has worked for millions if not billions of years, while humans, who have existed for a few hundreds of thousands of years, are imposing their will on nature. There are more microorganisms in a teaspoon of soil, than there are people on earth, but we have shown how we, the few and young that we are in comparison, are capable of destroying the earth in no time.

The most important thing is to get started, not only with farming, but with consuming naturally grown food. If you raise 20 chickens for meat or broilers, in 60 days you will have 32 kilos of meat that you can store in the fridge, and consume for months. The same with pork, beef, chevon, or lamb. And how do you like to pick your veggies and fruits from your own garden? Priceless.

Nowhere is God's presence more felt and manifest, than in the garden. I believe I heard this or something like this from Paul Gautschi, creator of Back to Eden gardening method, and again, I say it because I feel it when I am in the garden.

Let us not kid ourselves into thinking that nothing is seriously wrong with the food we take, and the environment. We know the truth, and if we deny it, the joke will be on us.

So pick up that shovel and build your first plant bed!  
Happy farming!

## PCCI-QC BOARD OF TRUSTEES MEETING AUGUST 24, 2020



## SEPTEMBER 8, 2020





**AUGUST 31, 2020**

**ONLINE VIA ZOOM.**

The Metro Manila Chamber Management Forum was held with two important sessions: Session 1: New Areas for Local Chamber Partnership with LGU's and International Partners, and Session 2: innovating Local Chambers services in Chal-

**METRO MANILA CHAMBER MANAGEMENT FORUM**  
31 August 2020 | 9:00 am Via Zoom

**Session 1:**  
**New Areas for Local Chamber Partnership with LGUs and International Partners**

**Dr. Enrico L. Basillo**  
Chief of Party  
USAID-RESPOND  
Resource Person

**Mr. Felix Tagulam**  
President  
Cebu CCI  
Resource Person

**Mr. Angelito Colona**  
Chairman for  
Transportation & Logistics  
PCCI  
Panelist

**Ms. Elvi Sanchez-Quezon**  
President  
PCCI-Muntinlupa  
Panelist

**Mr. Jose B. Tayawa**  
Regional Governor  
NCR-Central Sector  
Panelist

**Mr. Carlos V. Cabochan**  
Past-President  
PCCI-Caloocan  
Panelist

**Mr. Renato G. Simbulan**  
Chairman, PhilCDI  
Chair for  
International Affairs  
PCCI  
Session Chair

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**METRO MANILA CHAMBER MANAGEMENT FORUM**  
31 August 2020 | 9:00 am Via Zoom

**Session 2:**  
**Innovating Local Chamber Services in Challenging Times**

**Ms. Sarah Deloraya-Mateo**  
President  
PCCI-Quezon City  
Resource Person

**Mr. Edwin R. Glindro**  
Asst. Secretary-General for  
International & Regional Affairs  
PCCI  
Resource Person

**Ms. Teresita L. Ngan Tian**  
Regional Governor  
NCR-South Sector  
Panelist

**Mr. Jomar Carlo M. Quiroga**  
President  
PCCI-Valenzuela  
Panelist

**Mr. Pete C. Dumana**  
Former Area Vice  
President for NCR  
PCCI  
Session Chair

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**Philippine Chamber of Commerce & Industry –Quezon City**

**METRO MANILA CHAMBER MANAGEMENT FORUM**

**QC Business Registry**

**August 31, 2020, 9:00 AM-12NN**

**SARH P. DELORAYA-MATEO**  
President, PCCI-Quezon City



# HOSPITAL ON WHEELS

By: Dr. Jim Sanchez



Medical-Surgical Mission in 6 Districts of Quezon City, a Joint Project of the Hospital On Wheels and PCCI-QC in Cooperation with the Local Government of Quezon City

I believe that during this time of crisis, caused by the COVID-19 Pandemic, we should focus our attention on how we could help or alleviate the suffering of our people, especially the marginalized segment of our population.

The Hospital On Wheels (HOW) will be resuming its twice a month Medical-Surgical Missions starting September 2020. This will be held in Quezon City, covering its six Districts within a period of three to four successive months.

This is in partnership with the Philippine Chamber of Commerce Quezon City (PCCI-QC) in cooperation & coordination with the local government of Quezon City.

A new addition to our charity service is the Lugaw on Wheels.

In this activity, we will strictly observe measures and follow the guidelines set forth by the Inter Agency Task Force (IATF), the Department Of Health (DOH) and the Local Government of Quezon City to prevent the spread of COVID 19.

May God keep us all safe, healthy and happy.



# NOTES FROM THE PRESIDENT



The third quarter was jampacked with events and activities. In addition to our monthly GMM we attended webinars of the PCCI-NCR and learning sessions of the PCCI-National. Our learning sessions have become attractive to other chambers. The topics were relevant and practical discussed by our resource persons who are highly rated in their fields. In some learning sessions we had close to 100 participants.

We had representatives at the 29th North Luzon Area Business Conference, the 29th South Luzon Area Business Conference and the 29th Visayas Area Business Conference. On August 31 we attended the Metro Manila Chamber Management Forum, an antecedent event to the MMBC. But the most-awaited event of the year was the “Sulong Pilipinas,” the 29th Metro Manila Business Conference held on September 8, 2020. It is significant to note that the Central Region, specifically the PCCI-QC, was the conference host. Chairman Emeritus Dr. Carl E. Balita and your humble President took the lead in organizing the conference.

As a footnote, Our Chamber had one new project called: “Why I wear a Mask? MASK ligtas, MASK protektado at MASK Sigurado”. In partnership with Quezon City Local Government, we donated one million washable facemasks to Senior Citizens. We have one more quarter to go, and our hope is that the vaccine would be available soon. Whatever happens, let us live a peace with the virus. Remember, in 1918 the influenza did not go away; people simply lived with it, and now flu is like a common colds.

**Sarah P. Deloraya-Mateo**  
President

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*Together, we will be ONE!  
Stronger! Bigger!*

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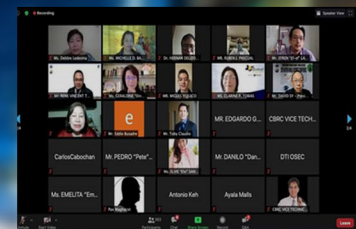
# 28TH METRO MANILA BUSINESS CONFERENCE

## SEPTEMBER 3-4, 2020



**28<sup>th</sup> METRO MANILA BUSINESS CONFERENCE**  
**VISION. DISRUPTION. INNOVATION.**

<b>Opening Ceremonies</b>		<b>Closing Ceremonies</b>	
<b>Keynote Speaker</b>	<b>Inspirational Message</b>	<b>Keynote Speaker</b>	<b>Inspirational Message</b>
			
<b>Sec. Fortunato Dela Pena</b> Department of Science and Technology	<b>Amb. Benedicto Yujulico</b> President, Philippine Chamber of Commerce and Industry	<b>Sec. William Dar</b> Department of Agriculture	<b>Alegria "Bling" Limjoco</b> Chairperson, Philippine Chamber of Commerce and Industry
<b>Hosted by</b>		<b>SEPTEMBER 3-4, 2020</b> 8:30AM-12:00PM	
		<b>VIRTUAL CONFERENCE</b>	
<b>Della Jimenez</b> Area Vice President for Philippine Chamber of Commerce and Industry - NCR	<b>Tina Marasigan</b> Broadcast Journalist	Webinar ID: 818 1522 3599 Passcode: MMBC2020	
		<b>Register now for FREE!</b>	




**SESSION 1: VISION**

**Main Discussant**  
  
**Jose MA Concepcion**  
President, ABS-CBN Entertainment

**Panelists**  
    
**Shari Quintana** (President, Philippine Franchise Association), **Steve Benitez** (CEO, LORNA), **Heaven Roper** (President, Philippine Franchise Association)

**Moderator**  
  
**Dr. Carl Bantog**  
President, Philippine Chamber of Commerce and Industry - Region 10

**Session Chairperson**  
  
**Gov. Jean Eusebio**  
Philippine Chamber of Commerce and Industry - Region 10

**SEPTEMBER 3-4, 2020**  
8:30AM-12:00PM  
**VIRTUAL CONFERENCE**  
 Webinar ID: 818 1522 3599  
 Passcode: MMBC2020  
**Register now for FREE!**



**SESSION: DISRUPTION**

**Main Discussant**  
  
**Sec. Ramon Lopez**  
Department of Trade and Industry

**Panelists**  
    
**Richard Cerna** (President, Philippine Franchise Association), **Arroyula Esguerra** (Area Vice President, PCCI-NCI), **Shooki Calawara** (President, Philippine Franchise Association of Philippine Franchise Association)

**Moderator**  
  
**RJ Ledesma**

**Session Chairperson**  
  
**Gov. Julia Quinsaga**  
Philippine Chamber of Commerce and Industry - VCA

**SEPTEMBER 3-4, 2020**  
8:30AM-12:00PM  
**VIRTUAL CONFERENCE**  
 Webinar ID: 818 1522 3599  
 Passcode: MMBC2020  
**Register now for FREE!**



**SESSION: INNOVATION**

**Main Discussant**  
  
**Sec. William Dar**  
Department of Trade and Industry

**Panelists**  
    
**Debbie Ledesma**, **Prof. Enrique Soriano**, **Toby Claudio**  
 (President, Philippine Franchise Association of Philippine Franchise Association)

**Moderator**  
  
**Bobby Amador**

**Session Chairperson**  
  
**Gov. Tess Ngan Tin**  
South Sector Philippine Chamber of Commerce and Industry - NCR

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PCCI-QC participated in the preparation of the Metro Manila Business Conference and successfully made the events inspiring and impressive. More than 30 participants from PCCI-QC attended the webinar. Vision. Disruption. Innovation

# Congratulations to the PCCI-NCR for the success of the 28th Metro Manila Business Conference! Hosted by the PCCI-NCR, CENTRAL SECTOR

Facing the unprecedented pandemic crisis no one has ever experienced in a lifetime, the Philippine Chamber of Commerce and Industry – National Capital Region (PCCI-NCR) navigated the 28th Metro Manila Business Conference (MMBC) with optimism through a VISION which remains as the anchor amidst DISRUPTION towards agile INNOVATION. The MMBC 2020 aims to memorize experience, bold action-agenda, and collaborative synergy among business people along with other stakeholders in government and other sectors.

Here are the take aways of the MMBC.



## TAKE-AWAYS FOR SESSION 1: VISION



**Jose MA Concepcion**  
Presidential Advisor on Entrepreneurship

*"Committing really starts with a vision."  
"As an entrepreneur, one has really to prepare for the future."  
"We were not scared of challenging the giants!"  
"Whether we succeed or fail, we do it!"  
"Without real democracy, this country will never grow."  
"If only the strong survives, we will never have a vibrant Philippine economy."*



**Sheril Quintana**  
Presidential Advisor on Entrepreneurship

*"Narratives are useless without action."  
"Let our efforts bring us to our collective vision – to bring this country to success. Yes, the Filipino brand can."  
"Success is bitter if not shared to other collectives."  
"The simplest strategy is usually the right thing to do."*



**Steve Benitez**  
President, Bo's Coffee

*"Vision fuels the company and galvanizes the organization."  
"Clarity of vision and purpose keeps the company alive in the face of threats."  
"Profitability is just a measurement, not the end result."  
"This pandemic revealed who the Filipinos are – we are resilient, we have indomitable spirits!"  
"We will change the pandemic, the pandemic will not change us!"  
"If you have a vision, you know when to say no and when to say yes."*



**Helen Rigor**  
Vice President, St. Paul University

*"Don't forget the academe. Make us a partner of your organization. Let's support research and technological advancement."  
"Put social value at the center of your business, profit will eventually follow."  
"As educators, we are valuable partners of the business and government sector."  
"As social entrepreneurs, our common goal is to eradicate poverty in the Philippines."*



## TAKE-AWAYS FOR SESSION 2: DISRUPTION



**Sec. Ramon Lopez**  
Department of Trade and Industry

*"All industries – before, during and even after the pandemic, innovation is key. It's the only thing that will keep our business alive."  
"Industries should always look out on new developments. The use of technology will surely level up our operations."  
"Mawawala ang negosyo if we will not innovate."  
"Support companies that support jobs."*



**Jennylle Tupaz**  
President, Ayala Malls

*"The situation is too overwhelming, but it is worth overcoming."  
"Let's choose to take actions. Let's choose to keep going."  
"Always think ahead in the face of disruptions."  
"Clarity in direction is very important."*



**Richie Cuna**  
President, M&I Corporation

*"This pandemic showed the resiliency of the Filipino entrepreneurs."  
"Our situation now provided new opportunities, new businesses, so there is big hope for tomorrow."  
"We are doing something which are totally new – something we thought we couldn't do, but we accepted the challenge to change to the new norms."*



**Rhoda Caliwara**  
President, Philippine Association of Legitimate Service Contractors

*"Disruptions shape the things we do today."  
"The bigger the disruption, the bigger the changes."  
"Compliance and legitimacy is the key."  
"We have to cope – we can change without deviating from the major essence of the industry we represent."*



## TAKE-AWAYS FOR SESSION 3: INNOVATION



**George Barcelon**  
Private Sector Representative to Legislative Executive Development Advisory Council & Philippine Representative of ASEAN BUSINESS ADVISORY COUNCIL

*"Agriculture will play a big role in the development and survival of the economy."  
"Our best hope to survive the pandemic is agriculture."  
"Co-VID can be the catalyst to agricultural transformation."  
"Digital divide is present all over the world, but going digital will benefit the individual, businesses and government."  
"Necessity is the mother of innovation. Vulnerability is the birthplace of innovation."*



**Jostiah Go**  
Mananath and Fielders, Inc.

*"It's not just about product innovation, but business innovation."  
"We need to understand and embrace catching up, innovation and pivoting."  
"Let's challenge boundaries for us to survive and get ahead."*



**Debbie Ledesma**  
AVP – Enterprise Industry Segment Development & Marketing, PLOT Enterprise

*"Businesses must be ready to amplify their digital space."  
"Cyber security is a must in your business."  
"Businesses can strengthen their digital customer experience by knowing their customers better."*



**Toby Claudio**  
President, Toby's Sports

*"Entrepreneurs should manage through a whole new set of metrics."  
"As business owners, we need to understand the technologies available."  
"This pandemic drastically accelerated digitalization."  
"Innovation and survival are interrelated."  
"The consequences of neglecting innovation are dire."*



# NEW NORMAL SHOPS DESIGN INTERVENTIONS

By: Ar. Alfred Geoffrey C. Carandang, UAP, ASEAN Ar., APEC Ar.

Architects design spaces with an end goal of solving a problem and creating a solution. Like a thesis work, design sparks by starting with project objectives and considerations in mind. Determination of areas needed in shop design always follows a program based on space programming computation that incorporates the client and business needs. The pandemic have resulted to the application of enhance and calibrated standards to meet the criteria needed in business operation. Social distancing and a lot of health protocols have become part of the new standard in designing commercial areas. The existing malls and store concepts we have today will have to evolve, adapt, or die. Shops that sells non-essential items and luxury products should take into consideration that foot traffic that makes money concept will be a thing of the past. As a big number of the population is still stuck indoors, the constant rise of online shopping and delivery becomes the avenue for non-essential items as well as essential products and services.

The path of business owners that operates shops and commercial establishments in reinventing the wheel of trade will be through environmental consciousness and Biophilic design. Nature-inspired architectural design will become the new gold standard in design and construction. We will be seeing more linear and mixed-used concepts of development that highly considers the modularization, compatibility and integration of life-work-shop activity of the new set of consumers. Preparation and planning strategies for the new normal shopping behavior of consumer should be highly considered. Appropriation of retail areas in space planning and design should reflect the new needs of the consumer as we prepare on the lifting of all quarantine protocols in the near future. These consumers have already formed a habit of buying online and that reintegrating them in the actual shopping spaces should be carefully considered in space programming.

For questions about design interventions for your business spaces you may send an inquiry at [agc@kasaarkhitekton.com](mailto:agc@kasaarkhitekton.com)



**29<sup>th</sup> NORTH LUZON AREA BUSINESS CONFERENCE**



**Sec. Fortunato T. Dela Peña**  
Secretary, Department of Science and Technology  
Guest of Honor and Keynote Speaker

**STRATEGIC INNOVATION: Towards Economic Recovery, Resiliency and Sustainability**

**AUGUST 20 & 21, 2020**  
9:00am - 12:00nn  
Via ZOOM

## August 20-21, 2020

PCCI-QC Members participated at the 29th North Luzon Area Business Conference

Theme: "STRATEGIC INNOVATION: Towards Economic Recovery, Resiliency and Sustainability".

The conference highlighted the most pressing needs of business and industries in the current health and economic crisis. They addressed the issues on enterprise competitiveness and strategies to cope with the new normal, and find new avenues for growth and progress thru innovation.

## August 27-28, 2020

PCCI-QC participated at the 29th Visayas Area Business Conference with the Theme: Innovation during Pandemic



**SAVE THE DATE**

**29<sup>th</sup> VISAYAS AREA BUSINESS CONFERENCE**  
Innovation During the Pandemic


August 27-28, 2020 | Thurs - Fri  
9:00 AM - 12:00 PM

**SCHEDULES:**

- Area Chamber Management Forum  
August 25 | Mon | 9:30am - 12:00pm
- 29th VABC Conference Proper  
August 27-28, 2020 | Thurs - Fri | 9:00am - 12:00pm
- SULONG PILIPINAS Breakout / Consultation Session  
August 27 | Thurs | 1:00pm - 2:15pm

**LIVE**

For more details, please contact CCCI Secretariat  
☎ 0916-4641747 | 0917-4900048  
✉ @cebuchamber.org | maribel@cebuchamber.org | joy@cebuchamber.org



**SULONG PILIPINAS 2020 10 RECOMMENDATIONS TO GOVERNMENT**

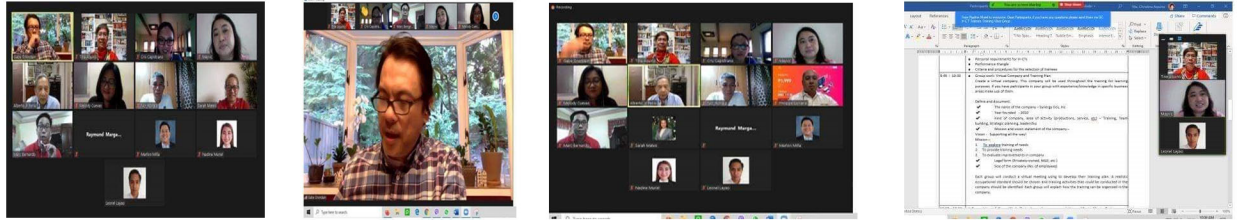
- To improve access to farm produce, the Department of Agriculture (DA) and the Department of Trade and Industry (DTI), together with Local Government Units (LGUs), should set up a system where small farmers can efficiently deliver their produce to food hubs located in various cities and provinces where prices are regulated by LGUs by 2020.
- To ensure continued learning for all students, especially those from lower income families, the Department of Education (DepEd) and Commission on Higher Education (CHED) should partner with LGUs and private institutions to provide flexible learning materials, free wifi connection, and access to computers for both students and teachers before the start of the next school year.
- To promote financial inclusion and digitalization, the government should implement the National ID system and ensure digital connectivity of all government agencies and LGUs as soon as possible.
- To strengthen the government's response mechanism to pandemics, the Legislature should pass a bill that will provide guidelines and mechanisms on how the different government agencies, non-government organizations (NGOs), and private organizations can efficiently and effectively provide aid to affected areas and communities as soon as possible.
- To improve internet connectivity and accessibility in the country, the National Telecommunications Commission (NTCC) should implement policies that will allow an increased number of service providers, and at the same time, the executive and legislative branches of government should certify the Open Access in Data Transmission Bill as urgent and ensure its passage into law by July 2020.
- To improve availability of public transportation as the country manages the impact of and recovery from COVID-19, the Department of Transportation (DOT), together with the Inter-Agency Task Force (IATF) and Metropolitan Manila Development Authority (MMDA), should allow the operation of mass public transportation including buses and jeepneys, while ensuring that these adhere to the highest health and safety standards with guidance from DOT; and at the same time look into more sustainable transportation modes and open more and wider pedestrian and bike lanes within the year.
- To strengthen the manufacturing sector, value chains and linkages between agriculture and manufacturing should be strengthened for improved collaboration, prioritization of homegrown resources and raw materials in supply chains, and enhanced product specialization.
- To align peace and order initiatives with good governance, the Department of Defense (DND), Philippine National Police (PNP), and the Armed Forces of the Philippines (AFP) should reaffirm their commitment to the rule of law and to defend and uphold the constitution, as well as engage multi-sectoral dialogues to promote cooperation rather than animosity across sectors of the society within the next two months.
- To improve the competitiveness of Philippine tourism and support the development and growth of the sector, local government units (LGUs) and the Department of Tourism should improve coordination, align efforts, and work together to craft a more detailed recovery plan by 2021.
- To increase Foreign Direct Investment (FDI) and ensure job creation and preservation, Congress should pass the Public Service Act, Foreign Investment Act, the Retail Trade Liberalization Act, and the Liberalization of the Agriculture sector by August 2020.

[www.philippinechamber.com](http://www.philippinechamber.com)

## September 8, 2020

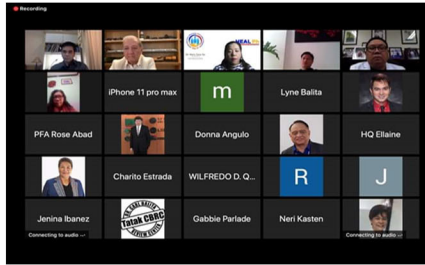
The government held a consultation with members of PCCI NCR during the 29th Metro Manila Business Conference. The consultation through an online workshop titled 'Sulong Pilipinas: Partners for Progress, Sulong Pilipinas is the annual consultative conference between the Duterte administration and various citizen groups. Since 2016, Sulong has been the platform for the government to consult stakeholders on socio-economic priorities. The top recommendations of the workshops are submitted to President Rodrigo Roa Duterte and his Cabinet.

PCCI EVENTS



**July 13, 2020**

After the self study using e-materials, interesting plenary discussions, breakout group work and homework in the QC In-CT Trainers' Training!



**July 16, 2020**

Gawad Bayaning Kalusugan meeting. PCCI-QC as one of the award co-presenter



**July 18, 2020**

2nd Batch from PCCI-QC member-companies employees received 2k cash from QC LGU, Kalinga QC tulong pinansyal! Maraming salamat Mayor Joy.



**September 4, 2020**

PCCI-QC in partnership with Quezon City Local Government donates 1 Million washable facemasks to the Senior Citizens of Quezon City. Our campaign is Why I wear a Mask? MASK ligtas, MASK protektado at MASK sigurado. We are happy to provide reusable masks, non woven protective and clinical grade produce by women severely affected by the Pandemic.



# PCCI-QC PARTICIPATED EVENT WITH PCCI-NCR



**July 28, 2020**

PCCI-NCR Local Presidents Consultative Dialogue with PCCI Pres. Benedicto V. Yujuico.

# DUAL EDUCATION & TRAINING (DET)



PCCI-QC collaboration meeting with PCCI-HRDF, Madrigal Foundation, and ASIA Pacific School of Arts and Sciences on another Dual Education Training project.

**PCCI-NATIONAL CAPITAL REGION**  
Office Address: c/o PCCI, 2nd Fl., Commerce and Industry Plaza, 1000 compov Ave., Cor. Park Ave., Makati, Metro Manila, Philippines, Taguig City  
Tel No. 846-8179 / Fax No. 846-8419

**Special Learning Session:**  
"The Impact of the Coronavirus Pandemic on the Ease of Doing Business"

11 August 2020, 2:00 to 4:00 pm, via Zoom  
Webinar ID: 853 4029 8974 Password: PCCINCR

**Guest Speaker:**  
**ATTY. JEREMIAH BELGICA**  
Director-General, ARTA

**Program**

Invocation	<b>MR. NICHOLAI UTUAPCO</b> President, PCCI-Pasay
Welcome Remarks	<b>MR. PEDRO C. DIMIANA JR.</b> Immediate Past Chairman, PCCI-NCR
Introduction of the Guest Speaker	<b>MS. DELIA S. JAMINET</b> Chairman, PCCI-NCR
Presentation of the Guest Speaker	<b>ATTY. JEREMIAH BELGICA</b> Director-General, ARTA
Open Forum	
Closing Remarks	<b>MR. JOSE B. TAYAWA</b> Regional Governor, PCCI-NCR Central Sector

**MS. ELVI SANCHEZ - QUIAZON**  
Emcee



**August 11, 2020**

PCCI-QC participated the learning session of PCCI-NCR on the impact of corona virus on the ease of doing business by Atty. Jeremiah Belgica, Director General, ARTA

**CBRC TV is ON!**  
The Virtual Space of the Future Today

**Sandiwaan PANGKABUHAYAN**  
with Sarah Delorayo-Mateo, Father Ben, & Dr. Carl Balita

Thursdays - 5:00PM  
Facebook: Carl E. Balita  
YouTube: cbrcreview  
CARL E. BALITA  
SPECIAL GUEST

Sandiwaan Pangkabuhayan. A TV show every Thursday, 6:00 PM-7:00PM live at CBRC. TV hosted by PCCI-QC in partnership with Sandiwaan Center for Learning and CBRC.TV featuring entrepreneurial education and livelihood programs for vulnerable and marginalized households and communities to improve their socio-economic conditions through accessing and acquiring necessary assets to engage in and maintain thriving livelihoods.



# JOIN PCCI-QC NOW!

and Grow your business with us!

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Mobile No. 0945 461 8447

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3/F Lemon Square Bldg. 1199 EDSA, Brgy. Katipunan, Quezon City

[www.pcciquezoncity.com](http://www.pcciquezoncity.com)