



# PCCI-QC GAZETTE

THE OFFICIAL NEWSLETTER OF PHILIPPINE CHAMBER OF COMMERCE AND INDUSTRY QUEZON CITY

## ACT, DELIVER, MAKE A DIFFERENCE

In the first 2024 issue of the PCCI-QC Gazette, dive into the chamber's theme of *Act, Deliver, and Make a Difference*. Find inspiring stories showcasing PCCI-QC commitment to helping its members excel in their industries and also contribute to social and environmental causes.



## INSIDE THIS ISSUE

### STATE VISIT TO VIETNAM

PCCI-QC joins the business delegation of President Ferdinand Marcos Jr. in his official state visit to Vietnam to strengthen cooperation, including with regard to bilateral trade.

### PCCI-QC REACHES OVER 400 MEMBERS

PCCI-QC reaches over 400 members in January 2024 during its General Membership Meeting. It has 436 members as of February 28, 2024.

### INSTITUTIONAL ENGAGEMENTS

PCCI-QC strengthens collaborations with various institutions, including DICT, the Philippine Young Entrepreneurs Association, Philippine Franchise Association, and Go Negosyo.



Most Outstanding Local Chamber in the Asia Pacific 2005

Most Outstanding Chamber Award in the Philippines 2000, 2002, 2004

MOCA Hall of Fame Awardee 2004

Most Outstanding Chamber Award in NCR 2019

Most Outstanding Chamber Award in NCR and in the Philippines 2020

Most Outstanding Chamber Award in NCR and in the Philippines 2021



# MESSAGE FROM THE PRESIDENT

It is with immense honor and excitement that I step into the role of President of the Philippine Chamber of Commerce and Industry Quezon City. This marks a significant milestone in our journey toward progress and development, and I am eager to work collaboratively to drive positive change and foster growth in our community. Together, we will navigate new opportunities and challenges, strengthening our commitment to empowering businesses and enhancing the local economy.

Firstly, I want to express my deepest gratitude to all our past presidents, immediate board of trustees led by IPP Alfred Candang, officers, and members, who have tirelessly worked towards making PCCI-QC what it is today. Your dedication has paved the way for our chamber's success, allowing us to receive numerous accolades such as the Most Outstanding Chamber Awards (MOCA) in both the National Capital Region (NCR) and in the Philippines.

This year, as we come together under the theme "**Act, Deliver, and Make a Difference,**" I am reminded of our immense responsibility as leaders in the business community. It is a call to action, a call to deliver on our promises, and a call to make a lasting and positive impact not only within our organization but also across our communities and the nation as a whole.

## **1. Implementation of an Effective Advocacy Program**

We will advocate for policies and initiatives promoting a conducive business environment, supporting entrepreneurship, and driving economic growth. Our advocacy efforts will be focused on addressing the key challenges facing our business community and championing the interests of our members.

## **2. Engaging with Government Agencies and Community Partnerships**

We recognize the importance of collaboration and partnership with government agencies and other stakeholders. By fostering strong relationships and open communication, we aim to work hand in hand with all relevant parties to address issues, implement solutions, and create a more favorable business landscape. PCCI QC will work closely with our members, our city government, PCCI National, our enablers, collaborators, business network, media, and the community.

1. Enterprise Development/Competitiveness Enhancement and Skills Upgrading
2. Investment Promotion
3. Trade Promotion
4. Information, Education, and Communication
5. Corporate Social Responsibility projects and initiatives to assist communities or sectors

#### **4. Promoting Membership Development through Recruitment/Growth/Retention Strategies**

Our Chamber's strength lies in the diversity and engagement of our membership. We will focus on expanding our reach, attracting new members, and ensuring the retention and active involvement of our existing members. Together, we will grow and thrive as a unified business community.

#### **5. Promoting Leadership/Organizational Dynamism, Efficiency, and Sustainability**

We will invest in developing the leadership capabilities of our members, ensuring that our organizations are dynamic, efficient, and sustainable. By fostering a culture of outstanding leadership, we will be better equipped to navigate the ever-evolving business landscape.

#### **6. Promoting Business Development and Innovation**

Innovation is the lifeblood of progress and growth. We will actively promote and support business development initiatives and foster a culture of innovation within our Chamber and the wider business community. By embracing change and driving innovation, we can position ourselves at the forefront of economic advancement.

With our theme ADM, and our Six-point Agenda, PCCI QC will continue to act as the Single Voice of Business in QC. PCCI Qc's value will be felt by our members and our communities.

As we move forward, I urge each of you to actively participate, collaborate, and contribute to realizing our Six-Point Agenda. Your insights, expertise, and commitment are invaluable assets as we strive to elevate the Philippine Chamber of Commerce and Industry Quezon City to new heights of excellence and relevance. With our collective dedication and passion, we will achieve remarkable progress and impact. Together, we can build a vibrant and resilient business ecosystem that empowers entrepreneurs, fosters innovation, and drives sustainable economic development.

Let us embrace the challenges that come our way with determination and creativity. Let us leverage our collective strengths, networks, and resources to overcome obstacles and seize opportunities for growth and advancement. Let us be unwavering in our commitment to make a meaningful impact on the businesses and communities we serve.

Act. Deliver. Make a difference!

Mabuhay ang Philippine Chamber of Commerce and Industry Quezon City!

**Atty. Arnel D. Mateo**

President PCCI-QC

# IMPLEMENTATION OF AN EFFECTIVE ADVOCACY PROGRAM



## ACT. DELIVER. MAKE A DIFFERENCE.

PCCI-QC adopts the theme ACT, DELIVER, MAKE A DIFFERENCE and a Six-Point Agenda for 2024 and 2025. This was announced during on January 25, 2024 during the Chamber's Induction and Turnover Ceremonies.

### 6 Point Agenda

1. Implementation of an Effective Advocacy Program
2. Engaging with Government Agencies and Community Partnership
3. Delivery of Local Chamber Services along with other Support Programs
4. Promoting Membership Development Through Recruitment/Growth/Retention Strategies
5. Promoting Leadership/Organization Dynamism, Efficiency, and Sustainability
6. Promoting Business Development and Innovation

FEBRUARY 23, 2024



February 23, 2024. PCCI QC, the Philippine Franchise Association, and the Quezon City LGU conducted a tree planting activity at the Quezon City Hall Park and Lagoon.

As part of the advocacy to protect the environment, the above-mentioned entities signed a pledge of commitment to participate in activities that help protect and conserve the environment.

# IMPLEMENTATION OF AN EFFECTIVE ADVOCACY PROGRAM



## STATE VISIT TO VIETNAM

JANUARY 29 - 31, 2024

President Ferdinand R. Marcos Jr.



PCCI-QC President Atty. Arnel Mateo and President Emeritus Sarah Mateo joined the PCCI Business Delegation led by President Enunina Mangio in the State visit of President Ferdinand R. Marcos Jr. to the Socialist Republic of Vietnam on January 29 and 30, 2024. The State visit aimed to strengthen various areas of cooperation, particularly focusing on increasing bilateral trade, maritime security, agriculture and people-to-people relations.

During the two-day State visit, Atty. Mateo, together with PCCI President Enunina Mangio, Dennis Uy, PCCI Director for ICT and Digitalization and president, Converge; Jude Aguilar, Vice President resident for International Affairs; Ma. Alegria Sibal Limjoco, vice president for Regional Affairs; and Dr. Hernando Delizo, Area Vice President Resident for NCR, sat down at a roundtable meeting with the Filipino businesses in Vietnam, organized by the Department of Trade and Industry led by Secretary Alfredo Pascual and Undersecretary for Policy and Planning Ceferino Rodolfo.

JANUARY 29 AND 30, 2024



Also in the meeting were Chairman Hung Sun of the Korean Chamber of Commerce and Industry in Vietnam; Joseph Tanbuntiong, Chief Business Officer for Jollibee Foods Corporation and President of the Philippine Franchise Association; Dr. Lloyd Balajadia, Chair of the Philippines-Vietnam Business Council; Alvin Geronimo, Chief Financial Officer and Jean Pierre Gamboa, General Manager for Universal Robina Corporation Vietnam; Gilbert Arguelles, General Manager for San Miguel Pure Foods Vietnam; Francis Gerard Aberilla, Country Manager for Metro Pacific Tollways Vietnam; George Rosal, CEO and Chief Representative for Metro Pacific Water; Darwin Chua, Managing Director for Hoang Pham (Hudson Paint VN); Luisito Malit, General Manager for Loriekot's Forwarder; and Michael Hui, General Director for CTCP Liwayway Vietnam.

# IMPLEMENTATION OF AN EFFECTIVE ADVOCACY PROGRAM



JANUARY 13, 2024



The Quezon City Government led by Mayor Joy Belmonte convened the first meeting of the Sister City Advisory Council (SCAC).

The Philippine Chamber of Commerce and Industry - Quezon City (PCCI-QC) led by its President Atty. Arnel D. Mateo has been selected and recognized by Mayor Joy as the only accredited private organization to be a member of the SCAC.

One of the tasks of SCAC is to establish partnership with local and international LGUs in terms of trade, investment, tourism, education, social services, and culture.

PCCI-QC led by its President Atty. Arnel Mateo, together with Past President Sarah Mateo, met with the Department of Trade and Industry to discuss programs that will benefit the members of PCCI-QC.

JANUARY 20, 2024



PCCI-QC Business mentors attended the GoNegosyo 3M on Wheels on January 20, 2024.

PCCI-QC members shared their business knowledge, training, and experience to all the mentees present.

3M on Wheels which was held in Trinoma, Quezon City is a project of GoNegosyo in partnership with PCCI-QC and DTI.

JANUARY 20, 2024



PCCI-QC thru EVP Anne Francisco of Ferino's Bibingka Original attended the QC Committee Hearing and Public Consultation on the Proposed Ordinance on Calorie Counting.

FEBRUARY 12, 2024



PCCI-QC President Atty. Arnel D. Mateo, together with other Local Chamber Presidents in NCR, attended the meeting with GoNegosyo Chairman Joey Concepcion and discussed future activities and further collaboration.

# ENGAGEMENT WITH THE GOVERNMENT & THE COMMUNITY



FEBRUARY 16, 2024



PCCI-QC, led by its President Atty. Arnel Mateo, met with Secretary Atty. Ivan John Uy of the Department of Information and Communications Technology (DICT) to discuss ICT projects that will benefit businesses in Quezon City. PCCI-QC also turned-over the Business Enabler Award to DICT Secretary Ivan Uy.

Also present from PCCI-QC were Chairman Emeritus Dr. Carl Balita, President Emeritus Sarah Mateo, Director Atty. Reggie Duran, Director Meynard Esguerra, Director Aby Deloraya, and Executive Director JasminValle.

Usec Paul Mercado also joined the meeting.

FEBRUARY 24, 2024



PCCI QC Board Meeting with Ms. Margie Santos, Head of QC LGU BPLD.

FEBRUARY 28, 2024



PCCI-QC led by President Atty. Arnel Mateo and PCCI Los Banos led by President Engr. Grace Bondad Nicolas executed a Sisterhood Agreement.

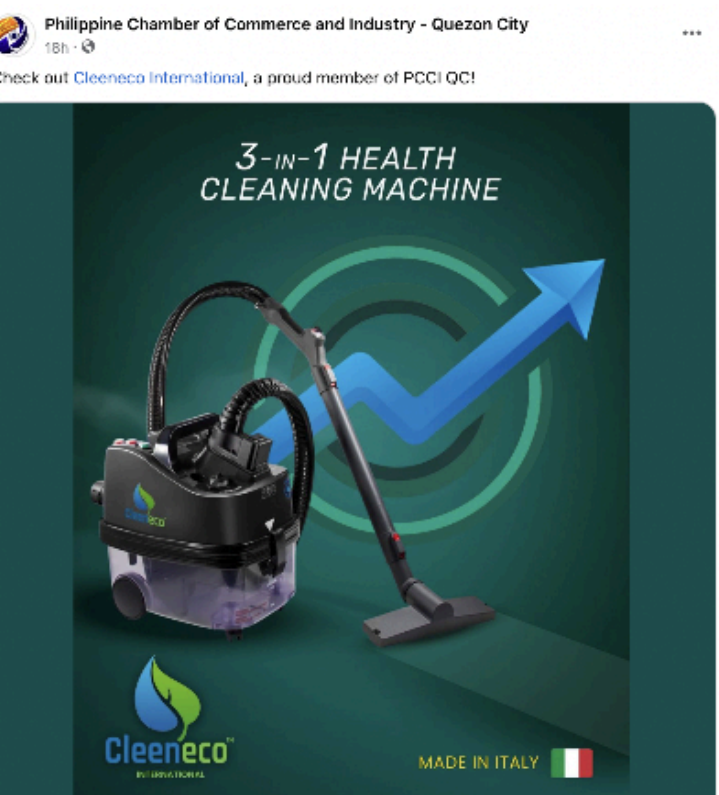
Both chambers will collaborate on initiatives, advocacies, and programs that promote economic growth, trade, and investment, foster tourism, develop the youth, and encourage cultural exchange and educational linkages in their respective regions.

# DELIVERY OF LOCAL CHAMBER SERVICES & OTHER SUPPORT PROGRAMS



## TRADE PROMOTION

PCCI-QC provides members platforms to promote their products and services by featuring in PCCI-QC's online platform and by inviting them to be interviewed on digital shows.





# DELIVERY OF LOCAL CHAMBER SERVICES & OTHER SUPPORT PROGRAMS



## ENTERPRISE DEVELOPMENT/COMPETITIVENESS

FEBRUARY 10, 2024



PCCI-QC Business mentors at the GoNegosyo 3M on Wheels on Chinese New Year!

FEBRUARY 17, 2024



SLDM Colleges of Quezon City, a proud member of PCCI-QC, in partnership with TESDA QC and TEDSAMAN Sen. Joel Villanueva, provides free orientation on Housekeeping NCII Training at Assessment for Senate Employees.

FEBRUARY 23, 2024



ADM & Partners, member of PCCI-QC, successfully conducted a Data Privacy Seminar at Hop Inn Hotel, Tomas Morato, Quezon City. Participants came from different industries such as manufacturing, telecommunications, real estate, pharmaceutical, security agency, and food industry.

## INVESTMENT PROMOTION

FEBRUARY 10, 2024

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

Welcomes  
HAWAII CHAMBER, PCCI METRO ANGELES,  
& CALAMBA BUSINESS CHAMBER DELEGATES  
at the  
Filipino Chamber of Hawaii  
31st Trade Mission to the  
Philippines  
Presentation and Business Matching

Engr. Grace Bondad-Nicolas  
PCCI-Los Baños President

University of the Philippines  
Open University, Los Baños, Laguna

February 18, 2024  
2:30pm - 5:00pm

**REGISTER NOW!**

For Registration and Booth reservation please contact our secretariat at 0917 561 7667



PCCI-QC, represented by Director Anthony Gedang, participated in the PCCI Los Baños business matching on the occasion of the Filipino Chamber of Hawaii trade mission to the Philippines.

# DELIVERY OF LOCAL CHAMBER SERVICES & OTHER SUPPORT PROGRAMS



## INFORMATION, EDUCATION, COMMUNICATION

FEBRUARY 26, 2024



PCCI-QC, in partnership with the Philippine Young Entrepreneurs Association - PYEA (PYEA), concluded a fruitful Focus Group Discussion on the needs of young entrepreneurs in Quezon City.

The FGD was facilitated by Atty. Lyca Balita, the youth chair of PCCI-QC and a core member of PYEA, with the assistance of Mr. Kenbert Ting and PYEA President Ms. Charmaine Co.

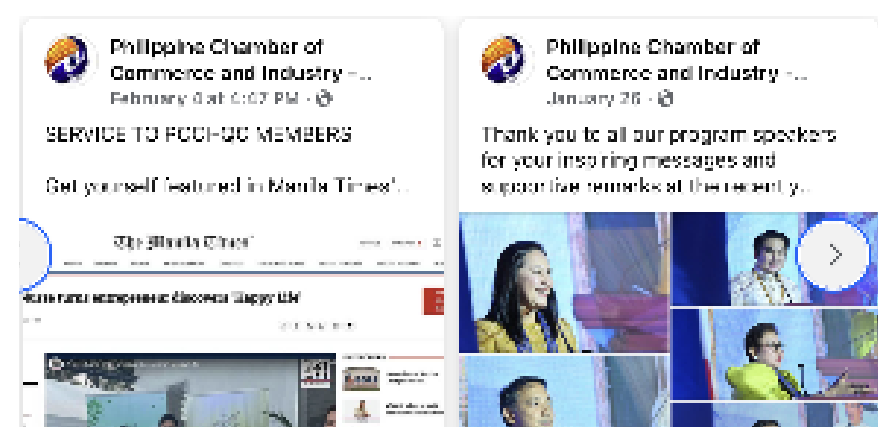
The participants include Dr. Frederick Romero of the Intellectual Property Office of the Philippines, Ms. Mona Yap of the QC Small Business and Cooperatives Development Promotions Office, and Mr. Dondon Cabacungan of Launchgarage, and entrepreneurs Mr. Richie Cuna, Ms. Michella Cacdac, Mr. Mark Vasquez, and Mr. Franz Dacanay, and students Ms. Donna Sabinorio, and Ms. Keisha Cacdac.

FEBRUARY 28, 2024



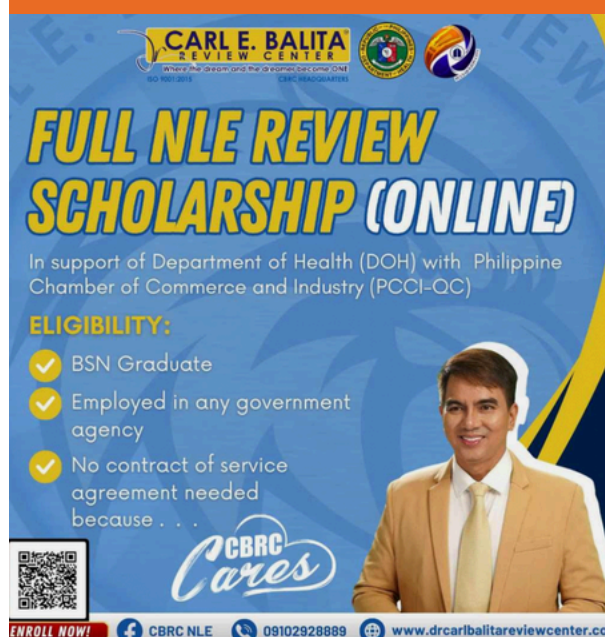
Learning session at PCCI QC's General Membership Meeting.

Speakers were President of Philippine Airlines Captain Stanley Ng; PCCI-QC President Atty. Arnel Mateo; and International Feng Shui consultant Maritess Allen.



PCCI-QC has a very active social media presence that provides information about business, our organization, our activities, and our members.

## CORPORATE SOCIAL RESPONSIBILITY



PCCI-QC member Dr. Carl Balita Review Center, in partnership PCCI-QC and the Department of Health, offers FULL Nursing Licensure Exam review scholarships for BS Nursing graduates

# MEMBERSHIP DEVELOPMENT, RECRUITMENT/GROWTH/ RETENTION



PCCI QC recruited and inducted 55 new members on January 25, 2024.  
As such, PCCI-QC's membership is now composed of **405 members**.



PCCI-QC supports Chairman Emeritus Dr. Carl Balita as he received the Outstanding Achievement in Entrepreneurship (Medium Scale) at the 42nd AGORA AWARDS.



PCCI-QC supports its members Brilliant Skin CEO Glenda Dela Cruz Victorio and PCCI National President Nina Mangio who were awarded as Captains of Industries by the Rising Tigers Magazine and co-presented by Philippine Airlines.



PCCI-QC member Chef Wendy Mendoza of Old Baguio Heritage Cafe and Restaurant for being awarded as "Inspiring Balikbayan turned Entrepreneur" at the GoNegosyo Balikbayan 2023 Awards!

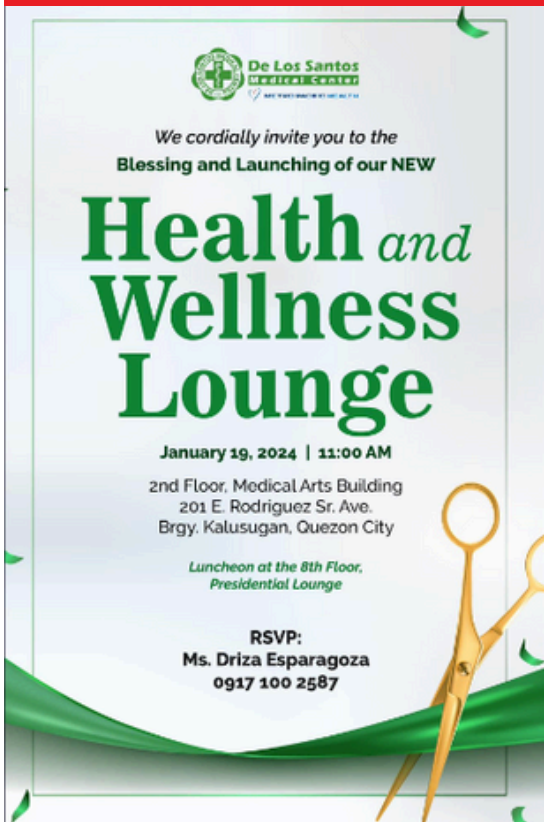


PCCI-QC Member and Director Butz Bartolome guest at The Exchange with Rico Hizon. January 12, 2024 at CNN

# MEMBERSHIP DEVELOPMENT, RECRUITMENT/GROWTH/ RETENTION



JANUARY 19, 2024



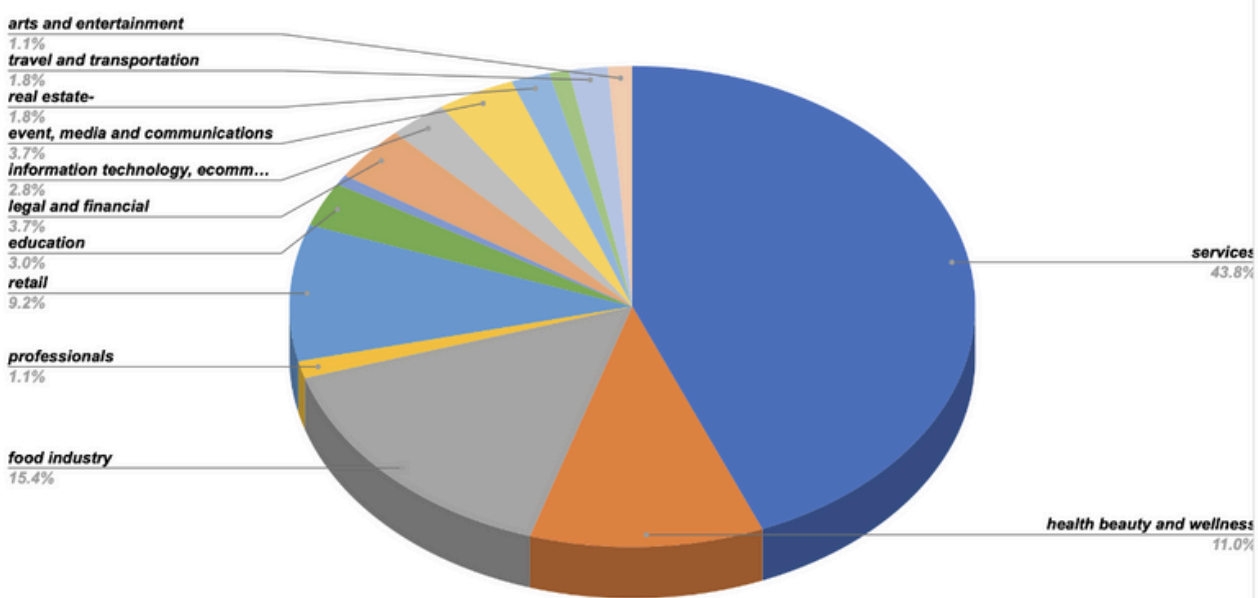
PCCI QC, led by its President Atty. Arnel D. Mateo, attended the blessing and launching of the new Health and Wellness Lounge of De Los Santos Medical Center (DLSMC), a proud member of PCCI-QC. Also present were PCCI QC President Emeritus Sarah Mateo, Treasurer Dra. Lyne Balita, Board Member Carmen Soriano, member Julie Benedicto, DLSMC President Dr. Almario Jabson, and VP for Medical Services Dr. Nilo de los Santos. Representatives from DILG and MVP Group of Companies were also present.

FEBRUARY 28, 2024



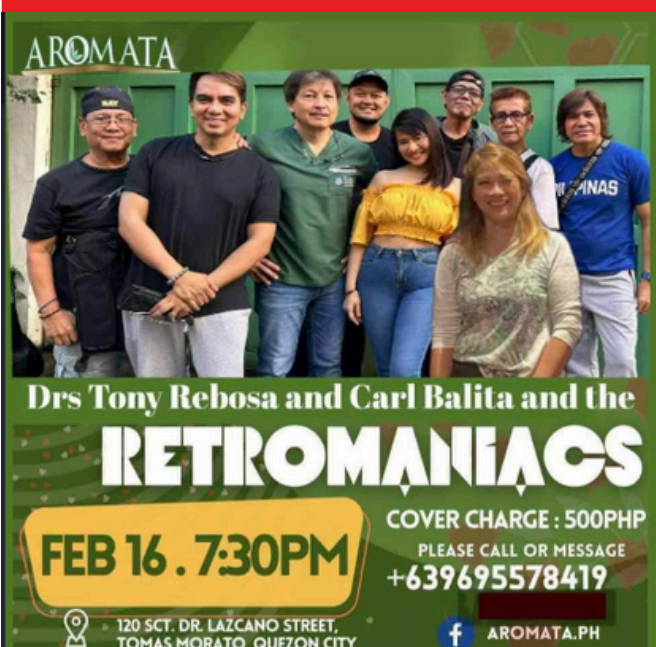
INDUSTRY	MEMBERSHIP
services	191
health beauty and wellness	48
food industry	67
professionals	5
retail	40
education	13
hotel industry	3
legal and financial	16
information technology, ecommerce	12
event, media and communications	16
real estate-	8
environment and agriculture	4
travel and transportation	8
arts and entertainment	5
<b>TOTAL</b>	<b>436</b>

PCCI-QC MEMBERSHIP SECTORS



28 new members were charged and inducted on February 28, 2024 during PCCI-QC's General Membership Meeting. Total number of members as of today is **436**.

FEBRUARY 16, 2024



Business fellowship night at Aromata

# LEADERSHIP / ORGANIZATIONAL DYNAMISM, EFFICIENCY AND SUSTAINABILITY



## PCCI QC'S REGULAR MONTHLY BOARD MEETING HELD ON JANUARY 6, 2024.

## BUSINESS DEVELOPMENT AND INNOVATION



PCCI QC's Regular Monthly Board Meeting held on February 1, 2024.

Congratulations



partners in development

PCCI-QC allows members to develop business collaboration and partnership. In the presence of PCCI-QC Board of Directors, PCCI-QC members Kasa Arkhitekton and ReHub signed a Memorandum of Agreement for the conduct of architectural feasibility study in real estate development project.



February 28, 2024: Business matching and pitching session led by PCCI-QC Executive Vice President Anne Francisco and Director Butz Bartolome.



## **ABEGAYLE DELORAYA**

TRUSTEE, PCCI-QC

### **INDUSTRY INSIGHTS**

The manpower and consultancy services industry in the Philippines has witnessed remarkable growth over the past decade, driven by the increasing demand for quality talent and strategic business collaborations. As the CEO of APD Experts Manpower and Consultancy Services Inc., I have seen firsthand that the key to success in this sector lies in anticipating and adapting to the changing needs of both employers and employees. The future of the industry is closely tied to digital transformation, with technology playing an essential role in optimizing recruitment processes and enhancing workforce management. Companies that prioritize innovation, cultivate strong partnerships, and remain agile in the face of change will continue to lead and set new benchmarks in this dynamic environment.

### **BUSINESS TIPS**

Achieving success in business requires more than just a brilliant idea; it demands flawless execution and unwavering resilience. Throughout my journey leading APD Experts Manpower and Consultancy Services Inc., I've discovered that the foundation of a thriving business rests on three core pillars: deep market understanding, strategic investment in people, and a commitment to continuous learning. Entrepreneurs must maintain close connections with their clients, actively seeking feedback to refine and improve their services. Empowering your team is equally crucial—a motivated and skilled workforce is the driving force behind any successful company. Lastly, never stop learning—embrace new technologies, stay ahead of market trends, and remain open to innovative ideas that can propel your business forward.

### **SUCCESS STORIES**

APD Experts Manpower and Consultancy Services Inc. began as a small-scale venture with a clear mission: to deliver top-tier manpower solutions and consultancy services tailored to the unique needs of businesses across diverse industries. Today, we are proud to serve over forty's companies, employ thousands of dedicated professionals, and have received multiple prestigious accolades, including the International Quality Crown Award in London. Our growth journey is a testament to our unwavering commitment to excellence, client satisfaction, and the relentless pursuit of innovation. Each milestone, from expanding our client base to earning international recognition, reflects the dedication of our team and the trust our clients place in us.

### **INNOVATION WATCH**

Innovation is the bedrock of sustainable growth, especially in the competitive landscape of manpower and consultancy services. At APD Experts Manpower and Consultancy Services Inc., we have harnessed cutting-edge technology to transform our recruitment and staffing processes. Our implementation of AI-driven recruitment tools has significantly enhanced our ability to quickly and accurately match candidates with the right opportunities, reducing time-to-hire and boosting client satisfaction. Additionally, we continually explore new service offerings, such as workforce analytics and virtual staffing solutions, to address the evolving needs of our clients. By staying ahead of industry trends and investing in innovative practices, we ensure that we remain at the forefront of our field.

# CONNECTING BUSINESSES, EMPOWERING COMMUNITIES

Welcome to the latest edition of the PCCI-QC Gazette, the official newsletter of the Philippine Chamber of Commerce and Industry Quezon City. In this digital publication, we strive to bring you the latest news, insights, and updates on the vibrant business landscape in Quezon City and beyond.

## DISTRIBUTION CHANNELS

### Versatile Formats

The PCCI-QC Gazette is available in three convenient versions to cater to all readers. Whether you prefer the traditional printed copy, the interactive digital PDF, or the engaging online flipping book, we have you covered.

### Online Presence

Stay connected with us on various social media platforms and groups. Follow us on Facebook, Twitter, and LinkedIn to receive real-time updates, engage in discussions, and connect with fellow members of the business community.

### Printed Copies

For those who prefer the tangibility of print, we provide physical copies of the newsletter for reports, meetings, and sharing within your network.

## JOIN PCCI-QC NOW!

*and grow your business with us!*

### MAIN OFFICE

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