



A special feature produced by:

 Synergy Media Specialists

# The Philippines

www.synergymediaspecialists.com



## A golden age of strategic partnership

Through strong leadership and the establishment of real economic drivers, the Philippines has transformed itself into a leading Southeast Asian investment destination.

Despite impressive economic growth, there are growing pains for the country to address and infrastructure acceleration is high on the government’s 10-Point Socioeconomic Agenda. President Rodrigo Duterte is focused on infrastructure and the development of industries to create jobs and uplift the lives of Filipinos.

Foreign direct investment will be crucial. Through the government’s “Build, Build, Build” (BBB) program, as much as \$170 billion is expected to be spent before 2022.

“The Philippines is the rising star of Asia,” said Philippine Chamber of Commerce and Industry President “Bing” Limjoco. “BBB projects will kick-start a golden age of entrepreneurship which, in turn, will benefit micro, small and me-



Koji Haneda, Ambassador of Japan to the Republic of the Philippines

dium-sized enterprises.”

The country’s ties to Japan continue to represent a real opportunity for both nations to work together in close partnership.

The Japan International Cooperation Agency is providing valuable support for a number of major BBB projects, including the ambitious Metro Manila Subway.

“BBB is an initiative that can push the country in the right direction,” said President of the Philippines-Japan Society, Francis Laurel. “I am glad the Japanese government is involved, as we have proven to work well together over the last few decades. I believe this is because we share many similar traits such as honesty, innovation and a strong work ethic.”

Both countries’ ambassadors are in agreement that close ties between the Philippines and Japan will continue to benefit both nations.

“As Duterte stated in Tokyo in October, our two countries are entering a ‘golden age of strategic partnership,’” said Koji Haneda, ambassador of Japan to the Republic of the Philippines.

“Japan-Philippines economic

ties have never been as strong as they are in 2018, a year that marks the 10th anniversary of the Japan-Philippines Economic Partnership.”

Jose C. Laurel V, ambassador of the Philippines to Japan said: “Under the firm hand and resolute leadership of both President Rodrigo Duterte and Prime Minister Shinzo Abe, who have themselves developed close personal bonds, we have inaugurated the golden age of the Philippines-Japan strategic partnership. The next few years will see the visible signs of this new era, combining ‘Dutertenomics’ and its aggressive BBB program with Japan’s ¥1 trillion commitment to economic and infrastructure support. Of the many engines propelling the Philippines’ inexorable rise to the ranks of full-fledged Asian Tigers, there is little doubt that our across-the-board engagement with Japan provides perhaps the strongest thrust.” ♦

## Providing unparalleled legal representation for the betterment of the Philippines

Legal services firms in the Philippines are playing an increasingly important role in facilitating economic growth.

Cruz Marcelo & Tenefrancia (CMT) is dedicated to serving Filipino society.

This year, the Legal 500 Asia Pacific 2018 ranked CMT as a top-tier firm. Seven of the firm’s 20 partners were recognized as leading individuals and reaffirmed CMT’s status as one of the nation’s top legal firms.

Chairman and Chief Executive Officer Simeon V. Marcelo is one of the country’s top litigators, having previously served as solicitor general and ombudsman.

“Our core values are built on integrity, professionalism and diligence,” said Marcelo. “Through our hard work, the ability to innovate and our reputation for providing the best legal advice, we have seen a year-on-year increase in foreign clientele.”

This year, the government of the Philippines plans to amend its constitution to ease restrictions on foreign investment. With the country’s “Build, Build, Build” initiative driving large-



Simeon V. Marcelo, Chairman and CEO of Cruz Marcelo & Tenefrancia (CMT)

scale infrastructure projects, foreign direct investment is expected to increase.

With an increasing number of deals being done, foreign companies, including a significant number of Japanese firms, require legal services on the ground in the Philippines.

“We established our Japan desk a number of years ago to facili-

tate Japan-Philippines trade,” said Marcelo. “We are happy to work with Japanese investors and indeed all of our friends from across the region. As to our present and future Chinese clients, we created our China desk last year. CMT remains committed to meeting the needs of our growing multinational clientele.”

In this connection, CMT has several partners who speak either Mandarin or Japanese.

CMT intends to continue delivering high-quality legal representation, particularly with the use of tools provided by advances in artificial intelligence, combined with the utmost desire to exceed clients’ expectations.

The growth of the Philippines’ economy will continue to attract interest from around the world. CMT aims to guide leaders, captains of industry and the common man for the betterment of the Philippines. ♦

www.cruzmarcelo.com

CRUZ MARCELO & TENEFRANCIA

## Meeting increasing demand through safety, quality and productivity

“Our objective has always been to produce high-quality components which meet the requirements of our international clients,” said Keisuke Yamanishi, president of JX Nippon Mining & Metals Philippines, Inc. (JX-NMPH).

The company, based in Laguna, in the Philippines, has been producing high-end electrodeposited copper foil (EDCF) and treated rolled copper foil (TRCF) for over 20 years. EDCF and TRCF are used in copper-clad laminated printed circuit applications in the electronic industries of Southeast Asia, China, Korea and Japan.

“The majority of our customers manufacture high-end consumer electronics such as smartphones, laptops and tablets, and we deliver our products and solutions from our



Keisuke Yamanishi, President of JX Nippon Mining & Metals Philippines, Inc. (JX-NMPH)

50,000-square-meter facility in the Philippines,” explained Yamanishi.

With increasing demand for

high-end consumer electronics, quality components play a key role in the global technology industry. JX-NMPH supplies high-end copper foil to the market and is seeing strong demand due to the robust high-end consumer electronics industries.

“While we are supplying copper foil to meet high-end, world-class product requirements, we also place great importance on safety and environmental awareness as a company,” said Yamanishi.

“This is reflected in our corporate mission statement that prioritizes safety and environment, quality and productivity.”

JX-NMPH adheres to these three priorities to successfully deliver high-quality components from the Philippines to rest of the world.

“The relationship between Japan and the Philippines contin-

ues to improve and I have had a very pleasurable experience working with local employees,” said Yamanishi.

“Through education and training initiatives, we have improved our productivity levels, safety and craftsmanship. We expect JX-NMPH to be in a strong position to better serve our customers and make an even greater contribution to Filipino society.” ♦

www.nmm.jx-group.co.jp/english  
www.nmm.jx-group.co.jp/english/philippines



## Focused on keeping Meinan Philippines moving in the right direction

For over 20 years, Meinan Philippines has earned a reputation as a highly respected manufacturer of quality components for a range of industries.

By diversifying its product offerings and focusing on employee development and training, the company is currently growing its business while empowering its workforce.

Approximately half of the company’s sales are to Japanese companies based in the Philippines, with the other half to international clients in Asia and North America.

Through continued client development initiatives, Meinan Philippines is growing its business through partnerships with customers in Thailand.

The quality of Meinan Philippines’ products has been assured



Tatsuhiko Sasai, President of Meinan Philippines

through extensive employee education and training. Meinan Philippines employees understand how customers use the company’s products and are able

to meet clients’ technical and service needs.

With 150 employees currently under his leadership, Tatsuhiko Sasai, president of Meinan Philippines is committed to employee development.

“Our Filipino workforce is hard-working and trustworthy, and we are very proud of our competent team,” said Sasai. “While the Philippines is seeing labor costs increase, industrial production is being strengthened through investment initiatives and we remain committed to the Philippines, our employees and our customers.”

By creating a safe and comfortable working environment for employees, Sasai has developed a family orientated workforce.

“We are focused on keeping Meinan Philippines moving in the right direction,” said Sasai.

“We are a family and we encourage our employees to grow with our company as we expand our business operations by strengthening our ties with our partners.”

“The relationship between Japan and the Philippines remains very amiable,” said Sasai. “Based on mutual trust and understanding, I am confident the friendship between our two countries will go from strength to strength.” ♦

www.meinan-ss.co.jp



## Kansai Paint Philippines – delivering innovation to the Philippines

For over 20 years, Kansai Paint Philippines has been supplying and developing products for the country’s automotive, motorcycle and industrial paint sectors.

“We are proud to supply high-quality and cost-competitive coating products to customers across the Philippines,” said Takushi Yamamoto, president of Kansai Paint Philippines. “Ultimately, we aim to be the leading paint company and supplier in the Philippines.”

Yamamoto is determined to meet the growing demands of the country’s key industries by bringing new innovations to the market.

The company plans to introduce one of its new functionality products — the Ales Anti-MosQ Paint. Utilizing technology created in South Africa, it is the first anti-mosquito paint proven to provide protection against

mosquito-borne diseases through contact repellence. Ales Anti-MosQ Paint was successfully launched in Malaysia, having been adapted to suit tropical climates. “We are confident that

deactivates bacteria and viruses, detoxifies indoor air pollution, controls indoor humidity and purifies air through carbon dioxide adsorption. More innovative products are in the pipeline as

Kansai Paint Philippines is also poised to take advantage of the expected 10 to 15 percent rise in the country’s automotive and motorcycle sales over the next few years. Established in Japan in 1918, Kansai Paint continues to build on a century of international innovation and is proving successful in the Philippines.

“We are very positive about our position here in the Philippines and see many opportunities to grow our business,” said Yamamoto. “We have high-quality, cutting-edge products and we look forward to continuing to work closely with our friends and partners across the Philippines.” ♦

www.kansaipaint.com.ph

pines and Japan. The company’s esteemed partners also include key players in the Filipino real estate and property sectors, with the company providing decorative paint.

Kansai Paint Philippines is also poised to take advantage of the expected 10 to 15 percent rise in the country’s automotive and motorcycle sales over the next few years. Established in Japan in 1918, Kansai Paint continues to build on a century of international innovation and is proving successful in the Philippines.

“We are very positive about our position here in the Philippines and see many opportunities to grow our business,” said Yamamoto. “We have high-quality, cutting-edge products and we look forward to continuing to work closely with our friends and partners across the Philippines.” ♦

www.kansaipaint.com.ph



## Daikin strengthens its presence in the Philippines

Daikin Philippines is increasing its market share in the country by creating awareness among consumers on the advantages of choosing Daikin solutions.

Electricity prices in the Philippines remain among the highest in Southeast Asia. With household appliances being expensive to run, consumers must balance initial purchase costs with long-term operating expenses.

The Philippines’ air-conditioning market is a prime example of this challenge with cheaper, inefficient window type air conditioning units accounting for over 60 percent of units sold.

The more efficient split type air-conditioning units offered by Daikin Philippines provide consumers with value for money and are growing in popularity through the company’s efforts to educate the market.

“As the Philippines’ air-conditioning market matures, consumers are being made more aware of the options available to them,” said Lee Wai Kok, CEO of Daikin Philippines.

“We are committed to delivering high-quality, efficient and environmentally beneficial products that offer better value for



Lee Wai Kok, CEO of Daikin Philippines

money. Our goal is to educate the market regarding the benefits of using our products and ensure our installation, maintenance and after-sales service is the best in the business.”

Daikin recently announced the discontinuation of its R22 refrigerant model, a model with ozone-depleting refrigerant. This was completed three years ahead of the 2020 deadline set by the Philippine Department of Environment and Natural Resources. Last year, the company intro-

duced the R410A Cooling King air conditioning range with technology that boasts of having less ozone-depleting refrigerants.

Today, only 15 percent of households have air conditioning in the Philippines. However, with one of the fastest-growing middle class populations in Asia, this is predicted to increase to 20 percent by 2020.

Daikin Philippines plans to increase its branch offices nationwide from nine to 15 in the same year, and increase its dealer network from 350 to 700.

“Our goal is to expand our coverage to provide superior products and after-sales services to customers across the Philippines,” said Lee.

“We want the Daikin brand to become a household name associated with quality, efficiency and value for money, and intend to build on our successes in the Philippines by investing in our products, people and our promises to customers.” ♦

www.daikin.com.ph



## Building great places for life

Ortigas and Co. is one of the Philippines’ most respected real estate developers. Having partnered with two key players in Manila’s thriving real estate industry, Ayala Land and SM Prime Holdings, the company is laying the foundations for growth in 2018. Responsible for driving Ortigas and Co. into a new era of growth is President and CEO Jaime Ysmael.

“Our goal is to tap into the synergies that can bring our three corporate cultures together to maximize the opportunities we see in the market,” explained Ysmael.

Ortigas and Co. has allocated 180 billion pesos to develop five key locations — Greenhills, Circulo Verde, Capitol Commons, Ortigas East and Ortigas Central Business District. High-end condominiums, state-of-the-art leisure facilities and integrated commercial and office space will enable Ortigas and Co. to meet the needs of the discerning buyer.

“We are looking to capitalize on the trends we see within the property sector to maximize the values of our high-end properties within Metro Manila,” said Ysmael. “With the current administration’s focus on infrastructure development and new mass transit solutions, the National Capital Region will see congestion



Greenhills Shopping Center

reduced and commuters’ lives made easier. We intend to play a role in this urban revitalization.”

With Manila’s residential market remaining strong, Ortigas and Co. is looking to grow while remaining a niche player in the industry.

“Our relationships with our customers and key stakeholders are at the heart of what we want to accomplish,” said Ysmael. “We will engage our customers and appeal to their emotions through our product and service offerings, while adhering to our commitment toward excellence and innovation. We are redefining our corporate culture through clear measurable deliverables aligned with our business objectives and

corporate values, merit-based incentives, competency-based training and development, and increased accountability to enable us to execute well on our plans and deliver on our promise.”

With Japanese investment in Metro Manila’s mass transit network set to include stations in Ortigas Center and Capitol Commons, Ortigas and Co. is well-positioned to work with Japanese partners and play a role in strengthening the Philippines-Japan relationship. ♦

www.ortigas.com.ph





EEI Corporation expands business with new Japanese partners

Yuchengco group-led construction firm EEI Corp. (EEI) has rolled out JP System Asia Inc. (JPSAI), a new scaffolding and formwork rental business in partnership with two Japanese firms.

JPSAI is a joint venture between EEI subsidiary Equipment Engineers, Inc.; Sansin Sangyo Co., Ltd., Japan's leading scaffolding and allied products rental company; and KYC Machine Industry Co., Ltd., a Japanese construction equipment and machinery manufacturer. Scaffolding is a temporary structure used as a support and working platform to carry out installation and construction works. It should be stable enough to support not just construction workers, but their industrial tools and other construction materials as well.

JPSAI was incorporated in December of 2016, with EEI holding a 60 percent majority stake. The venture aims to support the Philippine construction industry by supplying quality shoring and scaffolding products, as well as incorporating the Japanese scaffolding and formwork rental standards and disciplines in local construction projects across the country.

Founded in 1974, Sansin Sangyo offers rental of a wide selection of scaffolding ma-



Masatoshi Naokawa, CEO of KYC Machine Industry Co.; Roberto Jose L. Castillo, CEO of EEI Corporation; Masato Ono, CEO of Sansin Sangyo Co.; and Gary F. Cruz, President of JPSAI at the inauguration and launch of JPSAI, formed by the partnership between EEI Corporation and two Japanese firms, Sansin Sangyo Co. and KYC Machine Industry Co.

terial and state-of-the-art shoring systems. Meanwhile, KYC Machine is a manufacturer of shoring and scaffolding products, as well as other construction machines and plant equipment.

As one of the leading construction companies in the Philippines, EEI is involved in the installation and construction of large-scale infrastructure projects such as power

generating facilities, oil refineries, chemical production plants, cement plants, food and beverage manufacturing facilities, semiconductor assembly plants, roads, bridges, rails, ports, airports and other infrastructure alongside high-rise residential and office towers, and hotels building. It also operates one of the country's modern steel fabrication plants. ♦ [www.eei.com.ph](http://www.eei.com.ph)

Growth and innovation highlights Malayan-Tokio Marine partnership

Being a globally competitive player, the Yuchengco Group of Companies has sought out strategic alliances with business entities from neighboring countries. The conglomerate has developed strong foreign relations, particularly with the Japanese business community.

Malayan Insurance has had a long-standing partnership with Tokio Marine Insurance, the oldest insurance company in Japan for more than half a century. To further expound on this business relationship of 54 years as well as plans of the partnership for the future, Tokio Marine Holdings President & CEO, Tsuyoshi Nagano shared his insights during an interview in Manila.

A shared philosophy of quality service to its insurance clients is what binds Malayan Insurance and Tokio Marine Insurance, through the years, as both companies seek to provide benefits to the insuring public, improve its organization, and be a good company to its customers and intermediaries.

"By utilizing our global network and resources, we are able to provide our services to the Philippine public through Malayan Insurance," Nagano explained. In turn, Tokio Marine shares with Malayan Insurance global best practices gained from its world-



Tokio Marine Holdings President & CEO, Tsuyoshi Nagano delivering a talk to key officers and employees of Malayan Insurance and Tokio Marine Division

wide presence and longtime knowledge, in order to improve the delivery of insurance products to Filipino customers. "This creates synergy, and synergy is important for the future growth and expansion of Malayan Insurance," he added.

Nagano also shared that Tokio Marine has begun initiatives in order to stay ahead in

the industry. Among the main initiatives are geographic and business risk diversification, tapping emerging markets in the Philippines, and research and utilization of new technology. "Technology will change our industry in many aspects, such as products, services, distribution, and internal operations," Nagano said. "So, we must strive to keep up with these changes." Recently, Malayan Insurance and Tokio Marine Asia held a conference on emerging InsureTech, sharing experiences of e-commerce and insurance services in the digital sphere. Nagano also revealed that Tokio Marine has begun to develop new products to cater to new needs in the market, such as insurance coverage for autonomous cars, as well as living needs insurance, which is a hybrid of health and non-life insurance.

With these innovations and efforts, the joint venture between these two eminent companies, the non-life insurance company belonging to the 100-year-old Yuchengco Group and the 145-year-old Tokio Marine Group only stands to strengthen, grow, and reach the millennial market. "By working closely with Malayan Insurance, we can create new products and services for the Philippine insuring public," Nagano said. ♦ [www.malayan.com](http://www.malayan.com)

Yuchengco conglomerate expands to greater horizons

In an interview with Chairperson Helen Yuchengco Dee and Corporate Vice-Chairperson, Cesar E.A. Virata, both discussed how new opportunities keep arising for YGC.

How would you describe the Philippines' standing in the region in terms of its business and investment environment?

In the last few years we have noticed a growing interest in the country due to our attractive investment initiatives and strong credit rating. Well received monetary policies and strong domestic growth have also played a role and the Philippines' government is working hard to ensure the country remains an attractive investment destination.

Continued growth within key sectors of the economy is creating opportunities and we want to see this continue in line with the development of the Philippines.



Helen Yuchengco Dee, Chairperson of Yuchengco Group of Companies (YGC)

As one of the largest and most diversified conglomerates in the Philippines, how has the Yuchengco Group of Companies (YGC) built on its reputation as a strong partner for foreign corporations? What can we expect in 2018?

With footholds in multiple sectors of the economy, the Yuchengco Group of Companies prides itself on collaborations and partnerships which create successes for all parties.

From the banking sector, to energy and education, we seek foreign partners who are in a position to drive business and improve the lives of our customers by providing top-of-the-line services that meet global standards. In this way, we are not only ensuring the growth of our businesses, but also provide our foreign partners with access to the market and ensure they are in a position to expand their respective businesses.

Which sectors are proving to be growth drivers for the domestic economy?

Our goal and main directive has always been to remain competitive. The diversity found across the Yuchengco Group of Companies provides us with the opportunity to grow and improve our activities in various sectors.

We are seeing growth in sectors such as education where our school, Mapua University, recently attained university status and is recognized as one of the

best IT (information technology), engineering and technology universities in the country. We are proud of our achievements in terms of the school's reputation with local and international accreditation authorities. We encourage our students to strive to be the best and work hard to develop partnerships with both corporate and educational institutions across the globe.

The energy sector is also showing promising signs of growth. Our firm Petroenergy Resources Corporation, is leading the way in terms of investing in the mass distribution of clean, renewable energy across the country.

Progress is also being made in the country's construction and infrastructure sectors where EEI Corporation, our leading global construction service provider, continues to grasp opportunities across the country within the Philippines' infrastructure sector.

Our banking unit, Rizal Commercial Banking Corporation (RCBC), continues to expand through various ventures. We are focused on innovating and providing better products to meet our clients' needs as well as providing funding for key projects.

With collaborations and alliances with several prestigious Japanese groups, how would you describe YGC's ties to Japanese corporates in 2018?

Virata: Our ongoing relationship and partnership with Japan is crucial

to YGC's own expansion and progress. In gaining the confidence of the Japanese market, our businesses are able to flourish. For example, RCBC is currently the leading financial institution for Japanese firms operating in the Philippine Economic Zone Authority. Our existing collaborations allow us to further promote direct investments and business relationships between Philippine and Japanese entrepreneurs and corporations.

One such example is the expansion of the partnership between the bank's credit card-servicing entity, RCBC Bankard, and JCB International. The 20-year partnership just recently produced the bank's newest top of the line privilege card, the RCBC Bankard JCB Platinum Card, which provides world-class privileges and state-of-the-art features to the modern traveler of today.

What message do you have for our readers regarding the future of the Philippines as a place to do business and what plans do you have to ensure YGC remains a leading player within the economy?

As a developing country, the Philippines' economy continues to grow and attract foreign investors. Our country is home to a hospitable environment for business expansion, a fact that appreciated by foreign corporations. Aside from this, there is the advantage of our highly accessible human resources and competitive manufacturing hubs.

YGC is leveraging our strengths in many growth areas of the economy. We will intensify the way in which we provide our services to meet the needs of our customers' lives. In addition to the introduction of new products and innovative solutions, we will also be focusing on the environment by continually investing in clean and renewable energy sources.

Our companies will continue to play a significant role in the banking and finance, insurance, construction and real estate, education, information technology and automotive sectors as we contribute to the development of the Philippines. ♦ [ygc.com](http://ygc.com)



## Bringing Government Services Closer to You

For over three decades, PAGCOR has consistently been one of the government's reliable partners in nation-building. The big bulk of gaming revenues go to the national coffers, various government institutions and underprivileged Filipinos.

With every peso we earn, we inspire the youth by constructing thousands of classrooms...  
We nourish their bodies through school feeding programs...  
We help rebuild lives during calamities...  
And we empower communities through PAGCOR's numerous corporate social responsibility projects.





**Philippine Amusement and Gaming Corporation**  
*Creating Opportunities Beyond Gaming*

## The Philippine Amusement and Gaming Corporation – creating opportunities beyond Gaming

The Philippine Amusement and Gaming Corp. (PAGCOR) is a 100 percent government-owned and controlled corporation under the Office of the President of the Republic of the Philippines. The corporation's three-point vision aims to create an environment that propels the development of the Philippine gaming and entertainment industry, to be a responsible and responsive partner of the Philippine government in its nation-building programs and to establish and enforce a regulatory framework that preserves the integrity of the Philippine gaming industry.

Former Congresswoman (1992-1995) and General Manager, Chief Executive Officer of the Philippine Reclamation Authority, Andrea Dizon Domingo joined PAGCOR as chairwoman and chief executive officer on July 1, 2016.

Synergy Media Specialists asked Domingo about her plans for PAGCOR and the corporation's contribution to the Philippines.

**How will PAGCOR, according to your corporate vision, enable the Philippines to become the top gaming and entertainment destination in the Association of Southeast Asian Nations (ASEAN) region by 2020?**

**Domingo:** PAGCOR has ventured into the development of Entertainment City, which will host the country's premiere casinos. Infused in this initiative is the concept of integrated resorts where our casino licensees were required to invest not only in the establishment of casinos, but also in other entertainment activities, including wellness centers, dining experiences, high-end shopping centers, theme parks and hotels. Located in the city of Paranaque and just five minutes away from our international airports, Entertainment City is poised to give the casinos in other Asian countries a good challenge. We have likewise licensed other integrated resorts in major cities across the country to offer our guests ample choices should they wish to visit and experience the countryside.

**How important is it to attract Southeast Asian and Japanese visitors to the Philippines?**



Guests from the Asian region, including the Japanese, play an important role in invigorating our gaming and entertainment industry."

**ANDREA DIZON DOMINGO**  
*Chairwoman and Chief Executive Officer*  
PAGCOR

**Domingo:** It is well known that the uptrend in the gaming industry is happening in Asia. This is simply because Asians are enthusiasts of gaming more so than other nationalities and this means casino investors are now migrating to Asia. Guests from the Asian region, including the Japanese, play an important role in invigorating our gaming and entertainment industry.

**According to PAGCOR's mission, by 2020, you will make the Philippines the top gaming and entertainment destination in the ASEAN, generating revenues that fund nation-building programs. What part does PAGCOR play in the economic development of the Philippines?**

**Domingo:** PAGCOR plays a major role in the Philippine economy. We are the third-largest contributor of revenue to the Philippine government, beating us in revenue generation is of course the Bureau of Customs and the Bureau of Internal Revenue. What makes us a better contributor is the fact that the Philippine government does not spend a single centavo for our operations, as PAGCOR is a self-sustaining agency. In addition, with the establishment of our integrated resorts, casinos, VIP clubs and other gaming stations, not only do we gener-

ate job opportunities for our people, but we also contribute to the promotion of tourism in the country that, as experienced worldwide, is a major contributor to economic growth and development.

**How would you best describe the Philippine workforce in terms of productivity and commitment?**

**Domingo:** Filipinos as workers are really very productive and committed to their jobs. Our OFWs (overseas Filipino workers) are the greatest testament to this. Filipino workers are very much in demand in other countries for being very professional, hard working and intelligent. The exemplary revenues that we generate from our very own casinos, are the result of PAGCOR having a hard-working and very productive workforce. Despite the fact that they earn so little from their meager salaries, they generate so much revenue for the government; that's what you call commitment.

**What final message would you like to share with our readers?**

**Domingo:** PAGCOR, as both operator and owner of gaming properties has been serving our country well since 1983 and will continue to do so in the coming years. ♦ [www.pagcor.ph](http://www.pagcor.ph)



# The Philippines Business Report

www.synergymediaspecialists.com



Home to beautiful white sand beaches, the scenic Chocolate Hills, the adorable Philippine tarsiers and one of the world’s top eco-diverse diving spots, Bohol has become a world-renowned tourist destination in the Philippines.

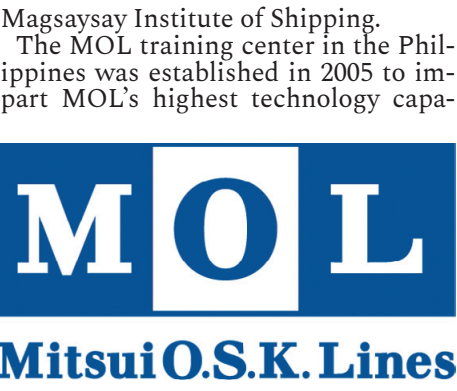
Named after the island’s only indigenous people, Eskaya Beach Resort & Spa is located on Panglao Island, at the southernmost tip of Bohol. Eskaya is a member of the Small Luxury Hotels of the World and offers 16 hectares encompassing a powdery and secluded white sand beach, ravines, caves, lush greenery and cliffs overlooking the sea. “Our resort is the ideal holiday destination because it showcases genuine Filipino heritage and culture through luxurious facilities and excellent personalized services,” said Chief Oper-

ating Officer Ralph Lim. “The resort, with its private beach, is composed of just 24 private pool villas, where our guests’ comfort and well-being is always our priority.” Today, the Philippines is adapting to global visitor demands. “For decades, accessibility to our tourist attractions was a problem cited by stakeholders and tourists alike,” said Lim. “The Filipino government and private sector are beginning to understand the profitability of the tourism sector. The current administration’s ‘Build, Build, Build’ advocacy promises to address this concern to boost the tourism industry by rehabilitating regional airports and creating more international airports. One particular example is the new Panglao Island International Airport in Bohol, which will operate 24 hours

a day by the end of 2018 and provide foreigners with the convenience of no longer having to pass through Manila.” As local Boholanos, the Lims are also committed to environmental sustainability, while improving the lives of the local people. Through the family’s Richli Corp., potable water will soon become a reality in Bohol through a state-of-the-art water treatment facility in Patrocinio, Cortes, in the northwest of Panglao Island. The P1.5B bulk water and distribution project is expected to provide 25,000 cubic meters of water per day. The water will be delivered to several towns in Bohol and improve the lives of both locals and visitors to one of the Philippines’ most beautiful provinces. ♦ [www.eskayaresort.com](http://www.eskayaresort.com)

## Training the next generation of maritime leaders

The Philippines continues to play an important role in the global maritime industry as one of the largest nations to supply seafarers. Japan-based shipping giant, Mitsui O.S.K. Lines, Ltd. (MOL) operates approximately 800 vessels of various types, including liquefied natural gas carriers, tankers, dry-bulk ships, pure car carriers and ferries. They employ around 17,000 seafarers, almost 70 percent of whom are Filipino nationals. The company’s history in the Philippines dates back to 1916 with the first regular liner service between Taiwan, the Philippines and Indonesia, with a Manila representative office established in 1934. In the 1980s, MOL began employing Filipino seafarers. In 1993, together with the Magsaysay Group, MOL began training seafarers at the MOL



bilities and safety standards to its loyal seafarers. “In line with our corporate principle, ‘the highest standards of safety operation and navigation,’ Filipino seafarers remain an important part of MOL,”

said Teiichiro Shinoda, chief country representative of MOL. From August in Dasmariñas, Cavite, the MOL Magsaysay Maritime Academy (MMA) will open to 300 students annually and provide world-class faculty and access to the latest technologies. Shuichiro Yoshida, chief representative of MOL Marine Co., Ltd. said, “We are honored to contribute to the development of the shipping industry, as well as to the welfare of the Philippines’ society.” MMA will offer guaranteed employment for graduates of both the Bachelor of Science Maritime Transportation and Bachelor of Science Marine Engineering courses, and ensure the Philippines will be proud of its next generation of maritime leaders. ♦ [www.mol.co.jp/en](http://www.mol.co.jp/en) [www.mmma.com.ph](http://www.mmma.com.ph)

## Combining Japanese discipline with Filipino innovation

Established over 20 years ago, TRI-R Allied Industries, Inc. (TRI-R) continues to unite the best of Japanese and Filipino business cultures. As a local company providing quality automotive and motorcycle parts, TRI-R exemplifies the potential found throughout the Philippines’ manufacturing sector. As a proud Filipino company, TRI-R works closely with leading Japanese automotive players, as president and founder Melchor A. Rivera continues to strengthen the company’s partnerships. “Our relationships with our clients are based on trust,” said Rivera. “Prior to TRI-R, I worked with a large Japanese manufacturing company and quickly understood the importance of discipline and the need to pay attention to detail, qualities which I have instilled in our workforce today. Filipinos are blessed with creativity and innovation, and we want to ensure our people use these skills to deliver high-quality products and services to our customers.” A prime example of Rivera’s commitment to adopting Japanese quality is the name chosen for Chorakawa Inc., a subsidiary of TRI-R.



“Chorakawa was coined by a Japanese friend of mine; using ‘Chor’ from my first name, ‘A’ from my middle initial and my surname, ‘Rivera,’ which translates to kawa (or ‘river’ in Japanese),” explained Rivera. Committed to quality and environmen-

tal responsibility, TRI-R became one of the first Filipino companies to be awarded the ISO 9001 Quality Management System in 2000 and the ISO 14001 Environmental Management System in 2006. Already compliant with the automotive industry specific TS 16949 standard, TRI-R aims to comply with the International Automotive Task Force (IATF) standard. TRI-R is poised to take advantage of the opportunities presented by the Filipino government’s Comprehensive Automotive Resurgence Strategy Program that is stimulating the country’s automotive sector. “The future looks promising for TRI-R and Chorakawa,” said Melchor. “We are committed to our people and our customers, and we will continue to innovate and deliver our solutions to customers within the industry.” ♦ [www.tri-r.com.ph](http://www.tri-r.com.ph)



## Driving the Philippines

The leading tire company in the Philippines, Makati-based Yokohama Tire Sale Philippines, Inc. (YTSP), has had a firm grip on the country’s tire market since being incorporated in December 2000. **With technology-driven, high-performance tires, Yokohama is synonymous with superb sports car performance and high levels of comfort.** Today, the Philippines’ growing automotive industry and record new car sales are providing opportunities across the country for the company. “In line with the country’s eco-



Satoshi Hariyama, former President of Yokohama Tire Sale Philippines (YTSP)

omic growth, we are expanding our network across the Philippines and intend to maintain our position as the country’s No. 1 tire brand,” said Satoshi Hariyama, former president of YTSP. With technology-driven, high-performance tires, Yokohama is synonymous with superb sports car performance and high levels of comfort. As the first and only tire manufacturer in the Philippines, YTSP, located in the Clark Freeport Zone, is also strengthening its position in the Philippines. “We want to increase our number of dealers and better serve our customers across the Philippines,” said Hariyama. “We intend to meet the growing demand for Yokohama products and services, and further strengthen our commitment to the dynamic Filipino market in the coming years.” ♦ [www.yokohamatire.ph](http://www.yokohamatire.ph)

