

# aboitiz eyes

The Official Publication of the Aboitiz Group • [www.aboitiz.com](http://www.aboitiz.com) • 3<sup>rd</sup> Issue 2014

## aboitiz Equity Ventures



years of creating value  
for all our stakeholders

On Track With Strategy:  
Aboitiz Annual  
Stockholders Meeting  
P. 6

Pilmico buys 70%  
stake in Vietnamese  
aqua feed firm  
P. 21

Hedcor inaugurates  
13.6-MW Tudaya  
hydro plants  
P. 17

# aboitiz

## 9th

# Future Leaders Business Summit

August 14 to 16, 2014  
Marco Polo Plaza, Cebu



[careers@aboitiz.com](mailto:careers@aboitiz.com)  
[futuretalents@aboitiz.com](mailto:futuretalents@aboitiz.com)



<http://twitter.com/aboitizcareers>  
<http://twitter.com/aboitizleaders>



<http://facebook.com/aboitizcareers>  
<http://facebook.com/aboitizfutureleaders>



<http://careers.aboitiz.com>



<http://linkedin.com/aboitizcareers>  
<http://linkedin.com/aboitizfutureleaders>



<http://instagram.com/aboitizcareers>  
<http://instagram.com/aboitizfutureleaders>

Passion for Better Ways

#BetterWays #9thAFLBS



## Cover Story

- 4 Message from EIA

## Corporate Center

- 5 Aboitiz Honor Roll  
6 On Track With Strategy  
8 Spotlight on FC Aboitiz  
9 Aboitiz Sportsfest Launch 2014

## Power

- 10 Know Your Electric Bill With AboitizPower  
11 A Closer Look At Your Electric Bill  
12 "EPIRA is working": EIA briefs team leaders on EPIRA  
13 Powering you up: A lineman's story  
14 Davao's streetlights: Creating wonders for the 'common tao'  
15 EnerZones hold crisis management & disaster preparedness trainings  
15 Cotabato Light conducts power line stringing and upgrading  
16 One year after Open Access, retail customers flock to AboitizPower  
17 Hedcor inaugurates 13.6-MW Tudaya hydro plants  
18 Hedcor Bukidnon bags DENR ECC for Manolo Fortich plant  
18 SNAP'S Ambuklao plant passes environmental audit  
19 TVI signs EPC with Hyundai & Galing Power for Toledo plant  
19 Sabangan hydro project on track for completion in 2015

## Banking

- 20 UnionBank increases authorized capital stock, declares 65% stock dividends  
20 CitySavings opens in North Caloocan

## Food

- 21 Pilmico goes global, buys 70% of Vietnamese aqua feed firm Vinh Hoan  
21 Pilmico livens up livestock farming & baking for CDO entrepreneurs

## Land

- 22 Ayala-Aboitiz wins CALAX PPP bid  
22 House construction starts at Almiya  
23 AboitizLand opens Canso X mountain adventure park  
23 Connecting with Filipinos in Dubai

## Biofuel

- 24 Construction of Aseagas's LBM production plant now underway

## Shipbuilding

- 25 THI launches 185th container vessel

## CSR

- 26 Aboitiz Group breaks ground for Yolanda schools to benefit 22,000 students  
27 Aboitiz Foundation to lead creation of Taguig-Patero's 1st tech-voc HS  
27 Aboitiz Foundation to build AGAPP school building in Taguig  
28 Aboitiz scholars undergo three-day leadership adventure program  
28 UC-Bro, Don Bosco shine in 16th Aboitiz Football Cup closing  
29 Hedcor sponsors vermin-composting training in Tuba  
29 Hedcor and Luzon Hydro provide medical aid to host LGUs  
30 SNAP-Magat builds water distillation system for community school

- 30 SNAP sponsors environmental charcoal briquette training in Ifugao  
31 Brgy. Tinongdan receives P1.2-M livelihood support from SNAP-Benguet  
32 1,691 Aboitiz team members pitch in for Brigada Eskwela 2014  
34 Gabii sa Kabilin: Bringing heritage to the public  
35 DepEd-7 to pilot Bugsay philosophy to Cebu's Grade 3 pupils  
35 RAFI helps fire-ravaged barangays  
36 RAFI kicks off Project BUGSAI in partnership with Renoir  
37 RAFI, Austrian NGO to build homes for Yolanda survivors in San Remigio  
38 RAFI, DepEd, and Northern Cebu towns partner for school building project

## WeatherPhilippines

- 39 LBC is new WeatherPhilippines Platinum Sponsor  
40 WPF bolsters LGU disaster preparedness in Eastern Visayas

## Sustainability

- 41 Team members & leaders triumph at 1st Aboitiz TRI2014  
42 Aboitiz improves sustainability reporting, attains Level B-GRI Check status  
42 Aboitiz Cleanergy Park welcomes more pawikans  
43 AboitizPower backs 1st Tanauan Sailing Festival in Batangas  
43 SNAP and Hedcor celebrate Earth Day activities  
48 2013 Aboitiz Groupwide Environmental Performance

## People

- 44 Welcome to the Team!

### Aboitiz Equity Ventures, Inc.

**President & CEO**  
Erramon Aboitiz

**Chairman**  
Jon Ramon Aboitiz

**Editor-in-Chief**  
Susan Valdez

**Managing Editor**  
Franz de la Fuente

**Associate Editor**  
Cristina Biyo

**Circulation Officer**  
Yhol Colegado

**Creative Directors**  
Tori Vicente  
Sherbet Manalili  
Ricky Sibonghanoy  
Ana Zamora

### CONTRIBUTORS

**Corporate Center**  
Erramon Aboitiz  
Duane Ani  
Aristo de Borja  
Dexter Ganan  
Erwin Jallorina  
Thet Mesias  
Kim Villacruz  
Pia Vizcarra

**Power**  
Ria Calleja  
MJ Cendana  
Riza Coloyan  
Carlo Cruz  
Fermin Edillon  
Jade Gamas

Mary de Guzman  
Arlene Hepiga  
Michael Hepiga  
Karen Macalinao  
Mark Navarro  
Timi Nubla  
Grace Nudnud  
Claren Padinay  
Sue Planilla  
Rhoda Santos  
Cranep Udan  
Kris Vargas

**Banking**  
Jomes Kemuel Ibanez

Jeunesse Cabada  
Dave Deang  
Malu Evaristo  
Paula Ruelan  
Jovy Tan

**Land**  
Arianne Manzo  
Charity Marohombsar  
Farrah Mayol

**Food**  
Rhea Embalzado  
Pamela Liwang

**Shipbuilding**  
Princes Mea Rosel

**Foundation**  
Rechiel Cordova  
Nimrod Quiñones

**WPF**  
Kaye Rosario

**RAFI**  
Bonifacio Amper  
Caroline Ballesteros  
Rene Martel



The paper used in the inside pages is 100% biodegradable and recyclable.



# Corporate Center



“

*As we enter the next chapter of our story, we take on the challenge of replicating our success to prove that what we have achieved was not a stroke of luck, but the outcome of well-executed strategic initiatives by a team of committed professionals.”*

Dear Fellow Team Members,

In the early 1990s, globalization was taking shape and the world economy was expanding very rapidly, especially in Asia and the Philippines. Optimism was in the air and no one wanted to be left behind. We, in the Aboitiz Group, shared this sentiment and decided that the best way to capitalize on these great opportunities was to raise capital through an Initial Public Offering of Aboitiz Equity Ventures (AEV) shares.

Without doubt, AEV's listing at the Philippine Stock Exchange in November 1994 was the inflection point for the Group as it fueled our company's explosive growth and gave us the muscle to attain our business aspirations. This year, we celebrate the 20th anniversary of that milestone event.

These past two decades have been marked by key strategic initiatives, acquisitions, and solid partnerships supporting our mission to create long-term value for all our stakeholders. In tandem with creating economic value, we have earned an admirable reputation as one of the best-managed companies in the Philippines.

We attribute much of our success to our focused strategy of sticking to our core competencies, executing defined strategies, and having the unwavering commitment of a world-class team.

Today, we are focused on four key strategic initiatives: grow the business, engage

stakeholders, build human capital, and execution excellence. We are also strengthening our Corporate Center to fully support the Group's aggressive pursuit of continuous growth.

The Aboitiz Story of over 100 years in the Philippines is a never-ending one. Our future will most probably require us to reinvent ourselves and to expand our horizons. We, however, must remain focused on taking deliberate steps in realizing our vision to be a truly sustainable enterprise that we can entrust to future generations.

As we enter the next chapter of our story, we take on the challenge of replicating our success to prove that what we have achieved was not a stroke of luck, but the outcome of well-executed strategic initiatives by a team of committed professionals.

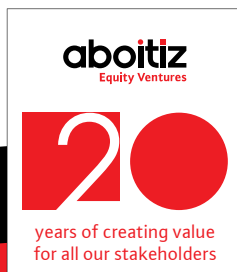
Let us all pursue our future with the Aboitiz passion for better ways -- always driven: driven to lead, driven to excel, and driven to serve; and guided by our core values of integrity, innovation, teamwork, and responsibility.

We are truly proud of all of you.

Thank you and congratulations!

**Erramon I. Aboitiz**

AEV President and Chief Executive Officer



**A COMPANY IS BORN.** Then-AEV President & CEO Jon Ramon Aboitiz rings the opening bell on the trading floor as Aboitiz Equity Ventures debuts on the Philippine Stock Exchange on November 16, 1994.

# Aboitiz Honor Roll



## 4th Corporate Governance Asia Asian Excellence Awards

- Best CEO, Investor Relations – Erramon I. Aboitiz (AEV)
- Best CSR (AEV)
- Best Investor Relations Company (AEV)
- Best CFO – Iker Aboitiz (AboitizPower)
- Best Environmental Responsibility (AboitizPower)



## Bureau of Internal Revenue Large Taxpayers Division (BIR LTD) Cebu

- 2013 Top Tax Contributor



## PEZA Hall of Fame Awards (2005, 2011, 2013)

- Outstanding Community Projects



## ASEAN Corporate Sustainability Summit & Awards

- Winner, Product and Service Innovation Category



## ASEAN Corporate Sustainability Summit & Awards

- 1st Runner Up, Product and Service Innovation Category

# Corporate Center

## On Track With Strategy:

## Aboitiz Annual Stockholders Meeting / Meet The Board 2014

“Over the years, we have consistently remained focused and on track with strategies relevant to the ever-changing times. Today, we are zeroing in on four key initiatives: grow the business, engage stakeholders, build human capital, and execution excellence.

Our challenge in growing the business is that we do not grow for growth's sake.

Growth must come with value creation and it is essential that we cover our risk-adjusted cost of capital, while always maintaining prudent levels of debt. As we engage our stakeholders, it is crucial that we understand what is important to them and ensure that we deliver on our promise.

We realize that building the right human capital is paramount to our growth and success,

and is therefore a never-ending task. Attracting, retaining, and optimizing the best and the brightest A-people is essential. Our passion for better ways is what differentiates an Aboitiz Team Member from anyone else; execution excellence and quality in everything we do is a given.”

**Erramon I. Aboitiz**

AEV President and Chief Executive Officer





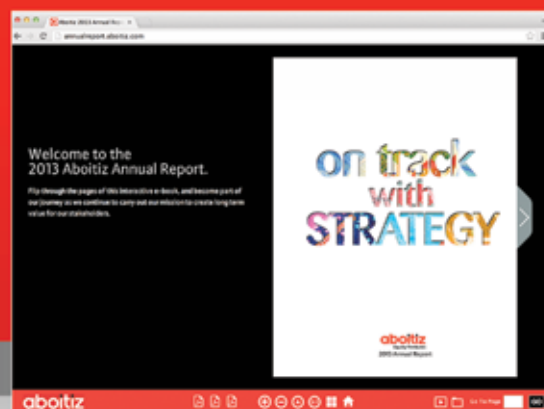
# Corporate Center



The Aboitiz 2013 Annual Report Microsite is now accessible online.

## THE MICROSITE FEATURES:

-  AEV Annual Report interactive flip book
-  Aboitiz BetterWorld video
-  Downloadable PDFs
  - AEV Annual Report
  - Aboitiz Foundation Annual Report
  - AEV Sustainability Report



The AEV Annual Report App is now available for download in Google Play, and soon at the App Store. Details to be announced soon.



# Corporate Center

## Spotlight on FC Aboitiz: Interview with Team Captain Aristo de Borja

They have really come full circle since coming together for the Corporate Football League (CFL) only last year, and now winning 4th Place in the CFL Cup Finals this year. But what is it really like to be part of Futbol Club (FC) Aboitiz, or popularly known as the AboitizPower Rangers, the official football team of the Aboitiz Group? Aboitiz Eyes talked with FC Aboitiz Team Captain Aristo de Borja to find out more.

**Aboitiz Eyes (AE):** To start off, do you find it difficult managing and leading players from very different backgrounds and teams (BUs)? It must be hard.

**Aristo de Borja (ADB):** It is indeed challenging to manage and lead players from different backgrounds. But this is the exciting part of it. And so far, I'm happy that the team is very eager to listen and follow. So, I do my best to give the best advice as possible and help them train.

**AE:** Speaking of training, what is your so-called training regime? How do you prepare for your games?

**ADB:** With the help of a few teammates, we are currently coaching the team. Aside from teaching and conducting drills based on our knowledge and experiences, I, for instance, am also reading and researching helpful drills and tactics on the Internet. So not only am I training

and teaching the team, I am also gaining and acquiring more knowledge about football.

**AE:** What has been your most memorable game so far? And who is your fiercest opponent? Does FC Aboitiz team have a "reputation" (i.e. "kapag Aboitiz, \_\_\_\_") on the playing field?

**ADB:** Our most memorable moment so far was when we beat Meralco. There is something we call the "curse of Meralco." Because we've played against them several times in the past and we haven't won against them, we ended either with a loss or draw. So when we won against them, we were really happy. We also have the reputation of being one of the friendliest and fairest teams—we won the Fair Play Team Award as proof of this.

**AE:** Any secrets to your success? What do you think is the winning "formula" of FC Aboitiz? What are the different factors that have helped you achieve this?



**ADB:** Everything goes down to the word that I always say to the team: "puso" (heart)—to do everything from the heart, giving all we have no matter how difficult the situation we are in. For me, a dream team is not only composed of great and outstanding individuals, but also composed of individuals who work together and do everything with their hearts.

**AE:** Lastly, how do you embody the Aboitiz core values of integrity, responsibility, innovation, and teamwork as a team?

**ADB:** In all we do, we embody and live the Aboitiz core values. Every time we do something here, we learn. We develop and learn more about responsibility, independence, self-discipline and leadership, which I believe are also applicable here in the office. For instance, it is easier to work with co-players from other teams or BUs as it is easier to talk to them, ask for guidance on things, or request for info. It feels great, like being part of one happy family.





# Corporate Center

## ABOITIZ SPORTFEST

## LAUNCH 2014

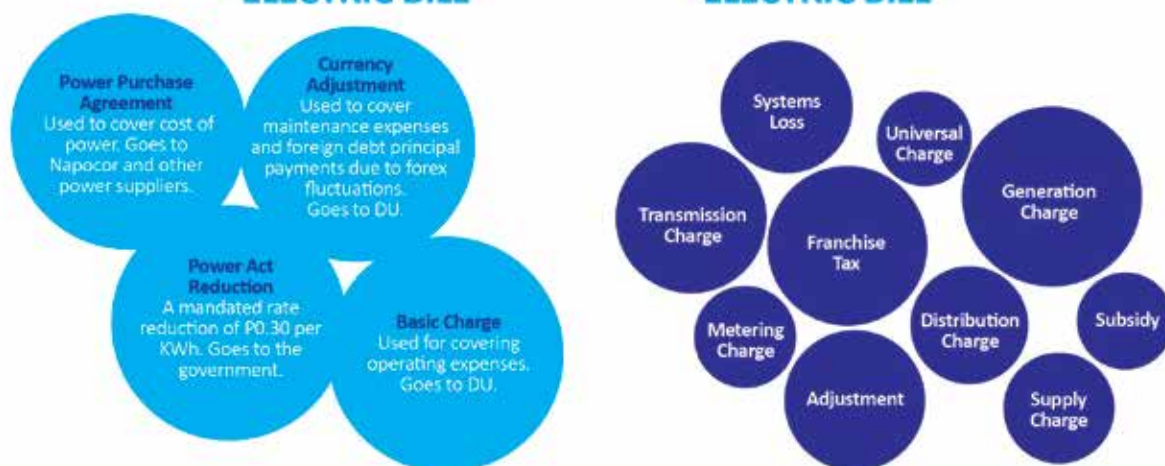


## KNOW YOUR ELECTRIC BILL

with AboitizPower

Did you know that the true cost of electricity was "hidden" by bundled electric bills? Before the passage of EPIRA in 2001, electric bills were bundled. Most fees were lumped together and thus obscured the true cost of power. EPIRA mandated the unbundling of the country's electricity rates, which meant the itemized cost of each electricity component was shown to achieve accountability and transparency for the consumer.

### BEFORE BUNDLED vs AFTER UNBUNDLED ELECTRIC BILL



Did you know power rates have approximated inflation except for taxes and subsidies?

	2004	2013	Compound Annual Growth Rate
Generation Charges	3.52	5.56	5.2%
Transmission Charges	0.89	0.86	-0.4%
Distribution Charges	0.57	1.21	8.7%
Supply	0.53	0.70	3.1%
Metering	0.27	0.43	5.3%
System Loss	0.57	0.60	0.6%
Temporary Adjustments	-0.79	0.00	-61.3%
Universal Charge	0.04	0.28	24.2%
Subsidy	0.08	0.13	5.2%
VAT & Other Taxes	0.03	1.02	48.0%
<b>TOTAL</b>	<b>5.70</b>	<b>10.79</b>	<b>7.3%</b>
<b>Total excluding Temporary Adjustments, VAT &amp; Other Taxes</b>	<b>6.47</b>	<b>9.76</b>	<b>4.7%</b>
Note: Electricity tariff for Meralco residential customers with 200-kWh monthly consumption			
<b>Inflation Index</b>	<b>100</b>	<b>166</b>	<b>4.6%</b>



## A CLOSER LOOK AT YOUR ELECTRIC BILL

<b>Billing Statement No.: 877617209</b> Call Center : (032) 230-8326 E-mail : info@veco.com.ph <b>*98438600700*</b>		<b>BILLING STATEMENT</b> <b>No G 361404 B</b> <b>Date: 02-12-2014</b> <b>BC01/229.4/1910/0029181/23</b>	
<b>VAT REG. TIN: 000-566-230-000</b> <b>Account ID: 87761200</b> <b>Collection Ref. Code: 1827-70-86</b> <b>Customer Information</b> Name : Premise Address : <b>Metering Information</b> Meter No : 224105W56 Pole No : 0029181 Serial No : 43677311 Multiplier : 1 Period To : 02-10-2014 Pres Rdg : 82305 Period From : 01-22-2014 Prev Rdg : 82305 No of Days : 19 Diff Rdg : 0 Avg kWh/day : 0.00 Registered : 0 Conn Load : 150 Billed kWh : 0 You may also get your VECO bill through your cellphone! Just Text VECO by typing: ASKVECO <space> BILL <space> VECO ACCOUNT I.D. and send to: 391-8326 for Smart, Talk 'n Txt and Red Mobile 0922-999-8326 for Sun Cellular and other networks. Regular text messaging rates apply.		<b>VECO</b> <b>VISAYAN ELECTRIC CO., INC.</b> Rate Schedule : 02-R-20 <b>PREVIOUS BALANCE</b> <b>2,390.79</b> <b>CURRENT CHARGES</b> <b>Generation &amp; Transmission</b> Generation Charge 5.1968/kWh 2,224.23 Power Act Reduction* -0.091509/kWh -42.92 Transmission Charge 0.509/kWh 217.85 System Loss Charge 0.9257/kWh 396.20 Sub-Total 2,795.36 <b>Distribution Revenues</b> Distribution Charge 1.6965/kWh 726.10 Supply Charge 0.4034/kWh 172.66 Metering Charge 0.6844/kWh 292.92 ICERA 5.00/month 5.00 Sub-Total 1,200.79 <b>Others</b> Subsidy on Lifeline Charge 0.103/kWh 44.08 Senior Citizen Subsidy Rate 0.000137/kWh 0.06 Subsidy on Lifeline Discount 0.00 Sub-Total 44.14 <b>Government Revenues</b> Franchise Tax - Local 30.30 Value Added Tax Generation 124.10 Transmission 0.84 System Loss 20.33 Distribution 143.60 Others 8.93 Universal Charge Missionary Electrification 0.1163/kWh 49.78 Environmental Charge 0.0025/kWh 1.07 NPC Stranded Contract Costs 82.95 Sub-Total 461.90 <b>CURRENT BILL - AUGUST 2013</b> <b>4,502.19</b> <b>TOTAL AMOUNT DUE</b> Registered in Auto Pay via UnionBank of the Philippines(Credit) LAST PAYMENT - JULY 19, 2013 - 4,518.26	

- 1 **Account ID**  
The most important piece of info in your bill. Keep handy.
- 2 **Metering Information**  
Details your service meter, service period, and kilowatt hour consumption.
- 3 **Current Charges**  
"Pass-through" fees billed by DUs for costs incurred in power distribution.
- 4 **Generation Charge**  
Cost of power generated and sold to the DU by power generators.
- 5 **Power Act Reduction**  
A government-mandated rate reduction of P0.30 per kWh for residential customers
- 6 **Transmission Charge**  
A regulated cost for the use of TransCo's transmission system.
- 7 **System Loss Charge**  
A fee used to recover power due to technical and non-technical losses.
- 8 **Distribution Revenues**  
Source of DU revenues.
- 9 **Distribution Charge**  
Cost of building, operating, and maintaining a DU's distribution system.
- 10 **Supply Charge**  
Cost of rendering customer services such as billing and collection.
- 11 **Metering Charge**  
Cost of metering, reading, operating, and maintaining power metering facilities.
- 12 **ICERA**  
Incremental Currency Exchange Rate Adjustment. A fee used to recover a DU's forex losses.

- 13 **Others**  
Fees returned to customers.
- 14 **Subsidy on Lifeline Charge**  
A subsidy to lifeline customers that is passed on to non-lifeline and senior citizen customers.
- 15 **Senior Citizen Subsidy**  
Cost to subsidize qualified senior citizen customers and senior citizen-accredited institutions.
- 16 **Subsidy on Lifeline Discount**  
A discount for customers consuming 100 kWh or less per month.
- 17 **Government Revenues**  
"Pass-through" fees remitted to the government.
- 18 **Franchise Tax**  
Taxes remitted to the government (2% of gross bill for the national government, and 0.5-0.75% of gross bill for the local government).
- 19 **VAT**  
Business taxes under the National Internal Revenue Code.
- 20 **Universal Charge**  
Fee remitted to PSALM to recover the government's stranded debts, Napocor's stranded costs, and other mandated purposes.
- 21 **Missionary Electrification**  
Fee for the provision of basic electricity in far-flung areas.
- 22 **Environmental Charge**  
Fee for the creation of a watershed rehab and management fund.
- 23 **NPC Stranded Contract Costs**  
Fees representing the difference between the cost of Napocor-contracted power and actual cost of market-purchased power.
- 24 **Total Amount Due**  
Your electric bill. Computed by multiplying rate by consumption.

## “EPIRA is working”: EIA briefs team leaders on EPIRA

Despite the current controversy surrounding the law, the Electric Power Industry Reform Act of 2001 or EPIRA is working and must not be abandoned, but rather implemented properly without altering its framework.

“The law (EPIRA) is certainly not perfect and can be improved. But our group believes that any changes to the law at this time will be counter-productive especially when we are trying to avert another power crisis,” Erramon I. Aboitiz (EIA), AEV President and Chief Executive Officer, said.

In a briefing last April 29 entitled “EPIRA Is Working,” EIA spoke to over 50 team leaders in Manila and Cebu on the importance of EPIRA.

“Most of the problems we now face are related to the failure to fully implement the law, and the improvements the power industry needs today can be accomplished within the framework of the existing law,” EIA noted.

EPIRA has fostered competition, which in turn has driven down generation charges, and has encouraged more power supply, EIA said.

EPIRA has recently been blamed for higher power rates, and groups have called for its repeal or amendment despite its initial success.

But EIA countered that despite the recent price volatility at the WESM (Wholesale Electricity Spot Market), power rates have historically declined compared to pre-EPIRA days when inefficient operations of government-run power plants and the lack of competition jacked-up rates.

At a time when parts of the country are experiencing brownouts once more, he emphasized the need to be consistent in

laws, policies, and regulations to entice more investments and bring in much-needed power supply.

“Let us give EPIRA a chance and move forward with better execution. Derailing EPIRA now will set us further back,” EIA declared.

### WHY EPIRA?

Among its other goals, EPIRA was passed to:

- Enhance the inflow of private capital;
- Broaden the ownership base of the power generation, transmission and distribution sectors;
- Protect the public interest; and
- Promote the utilization of indigenous, new, and renewable energy resources in power generation in order to reduce imported energy dependence.

### KEEP EPIRA, BUT...

Instead of repealing EPIRA, AboitizPower recommends the following to make the law work better:

- Accelerate open access to include customers with consumption of 750 kWh and above to temper WESM volatility and give more customers the power to choose their supplier, energy sources, and rates.
- Encourage more investments to ensure more power supply under a less-politicized environment.
- Better schedule the maintenance shutdown of power plants to avoid price volatility.
- Review the WESM price cap annually.
- Public utilities and electric cooperatives should contract 100% of their peak demand.

*“The law (EPIRA) is certainly not perfect and can be improved. But our group believes that any changes to the law at this time will be counter-productive especially when we are trying to avert another power crisis.”*

**Erramon I. Aboitiz**  
AEV President and Chief Executive Officer



# Power – Distribution

## Powering you up: A lineman's story

By Riza Coloyan

It was those few hours after Typhoon Yolanda's passing when linemen from Visayan Electric Co., Inc. (VECO) were visibly busy in many of the city's streets. The electric poles were literally "ripe" with linemen hanging from the tops, frantically repairing damaged lines to restore electricity as crowds down below waited with incessant complaints and grumblings, mindless of the hard work performed before them.

Our reliance on electricity continues to grow and power has become a necessity in today's modern world. Most of us take for granted the work that goes into building and maintaining power lines that supply us with electricity that powers our lives. The moment power is interrupted and complaints pile up are the only times people realize that we need linemen to work tirelessly behind the scenes so we can use our computers, heat our homes, and light our lives.

Although Typhoon Yolanda did not cause great devastation in Metro Cebu, it still left enough damage to VECO's power lines. Broken poles and wires, mostly in the mountain barangays of the company's franchise area, left hundreds of customers in the dark for three days after the storm. VECO deployed more than 200 linemen who weathered cold and heat to cut felled trees or replace broken poles and posts knocked down by landslides. Many of the areas were also inaccessible to bucket trucks such that heavy equipment had to be dragged to places in the best way possible.

"We understand how our customers felt when they were in the dark. It was equally difficult for our crews to exercise tolerance when customers threw curses and invectives, calling us inutiles when they see a truck pass by and not stopping at their house," shared Wendell Peligro, the engineer who heads VECO's emergency crews.

He explained that they first needed to fix main

***Being a lineman is not for the faint-hearted nor for one who's acrophobic. It is labor intensive and demands each one to be fit, well-trained, and well-equipped to face heat, cold, dehydration, and hazards such as electrocution.***



backbone of the circuit first and then go for large interfaces that feed hospitals, water pumps, and other vital operations before they could work their way down to the single residential streets.

"It's not an easy job, it's very strenuous. To replace one pole alone takes at least eight hours. We often have to dig a hole at least six feet deep to bury a 25 foot pole," Peligro further illustrated.

Danger lies in every corner for linemen and their occupation is constantly on the top ten list of most dangerous jobs. Being a lineman is not for the faint-hearted nor for one who's acrophobic. It is labor intensive and demands each one to be fit, well-trained, and well-equipped to face heat, cold, dehydration, and hazards such as electrocution.

Next time the power goes out, which, of

course, is not in any way the lineman's fault, before you grumble about not being able to watch television or use the airconditioner, think of the utility lineman. Have some consideration for that guy under blistering heat or sub-freezing temperatures in thick rubber gloves, rubber sleeves, flame-retardant clothing, boots, eye protection, hard hat, and a harness hoisted 50 feet above the ground negotiating potentially deadly cables to get your power back on.

If you happen to pass by a street and see your local electric utility's lineman, take a moment to slow down and thank him. Remember, these blue collar workers are doing everything they are empowered to do to provide the services you desire.

# Power – Distribution

## Davao's streetlights: Creating wonders for the 'common tao'

Eighteen years ago, the late Luis Alfonso "Al" Aboitiz, President of Davao Light & Power Co., and Rodrigo "Rody" Duterte, Mayor of Davao City, signed a Memorandum of Agreement (MOA) to signal the launch of the Davao City Street Lighting Project.

Its primary objective was to provide all major thoroughfares, streets, and roads of the city with adequate and cost-effective (sodium) streetlights, essential to the city government's peace and order and beautification programs. In many ways, the street lighting project has contributed more than that to the booming city of Davao.

The streetlights were designed to help bring down, if not completely stop, the rising tide of crime. Since their installation, Davao City police records have reflected a significant drop in its crime rate, which has boosted investors' confidence to do business here.

Over the years, the brightly lit boulevards have, likewise, worked wonders for ordinary people.

Vendors along the San Pedro, Magallanes, Bolton, Bonifacio, Ponciano Reyes, and Uyanguren streets take advantage of the night illumination by selling street food, "ukay-ukay" (used clothing), and utensils, among others.

Motorists, particularly taxi drivers, have an added sense of security with the well-lit streets.

"I feel safe when I park my car under sodium lights. I can sleep well," affirmed Dennis Mangan, who drives a Midvalley taxi and takes a break mid-shift to catch up on sleep.

The streetlights also light the way for farmers who head out before the crack of dawn to work on sprawling rice fields all day and make their way home at dusk.

For young people, streetlights provide the opportunity to rehearse dance routines at night.



**BUSINESS AS USUAL.** Street vendors take advantage of the free illumination by selling street food, "ukay-ukay", and utensils, among others.



**BIG CITY LIGHTS.** Davao is one of the most well-lit cities in the country, which makes it also one of the safest and most livable.



# Power – Distribution

## EnerZones hold crisis management & disaster preparedness trainings

By Karen Macalinao

- **SEZ, MEZ, and BEZ TLs are now more experienced in crisis management and disaster preparedness**
- **Activities were facilitated by media and crisis management experts**

Subic, Mactan, and Balamban EnerZone team leaders recently underwent Crisis Management Workshops at the SEZ administration building in the Subic Bay Freeport Zone last April 23 to 24.

The two-day workshop provided basic skills in handling a crisis, paved the way for proper Emergency Management and understanding on how a situation turns into a crisis.

The activity was facilitated by Emergency Research Center, Inc. Director Louie Domingo and VECO Corporate Communication Manager Ma. Theresa Sederiosa.

With the participation of Rey Garcia, managing editor of News Central, the participants were given an actual crisis exercises on the second day of the workshop. Garcia also shared the basic role and importance of the media in crisis management.

Meanwhile, SEZ team members similarly



**PREPAREDNESS IS KEY.** In partnership with SBMA personnel and other crisis management experts, SEZ, MEZ, and BEZ team leaders and SEZ team members are now more than prepared in the face of future crises or emergencies.



underwent Disaster/Emergency Preparedness training last April 25, also at the SEZ administration building

The activity was facilitated by Subic Bay Disaster Risk Reduction and Management Council (SDRRMC) training group. Other

attendees were SEZ-accredited contractors and security personnel of Delta Mike Security.

The training highlighted the importance of disaster preparedness and the protective measures to take before, during, and after an emergency or disaster.

## Cotabato Light conducts power line stringing and upgrading

By Michael B. Hepiga

Cotabato Light is committed to constantly look for ways to deliver safe, stable, and reliable power to its customers. One measure in support of this is the relocation and upgrading of power lines in the area covers Tamontaka Bridge and crossing to Awang, Datu Odin Sinsuat.

The process, started in January this year, involves pole erection, pole dressing, and facility surveys in order to have the standard distances in between, which will enable linemen to do repair work smoothly in the event of line faults.

As the line stringing and upgrading continued,

a total of 44 primary line pole structures have been upgraded by March. They were conducted during scheduled maintenance on power and transmission lines as the task cannot be done while lines are live and energized. This is also a necessary part in maintaining reliable and quality electric service and for the safety of the public.

Cotabato Light's Transmission and Distribution (T&D) team along equipment support from Davao Light completed the project in April 2014.



**COMMITTED TO SERVICE EXCELLENCE.** Cotabato Light linemen Jeffery Escalona and Adellene Merciadiez during the line upgrading.

# Power – Generation

## One year after Open Access, retail customers flock to AboitizPower

Since Open Access was implemented a year ago, AboitizPower has been building its pool of retail power customers. At present, AboitizPower now has over 50 major customers who source their power requirements from the company.

“Open Access started on June 26th, 2013, when we contracted approximately 280 MW with 44 customers. That was our first batch. Since then, we have contracted additional accounts for a total of 52 customers. The latest batch had eight customers,” Carlo Cruz, AboitizPower Assistant Vice President-Marketing Services, said in an interview.

EPIRA, which was passed in 2001, allows customers with a power consumption of 1 MW above to choose their power generator. And with its goal of providing the most reliable, reasonably priced power with the least environmental impact, AboitizPower has been

attracting retail customers to tap the firm’s renewable and non-renewable power sources.

“While we were doing the marketing for our services, they (customers) were made aware of their rights as this was not made available to them when they were under utilities. I think that’s what enticed them. We are also very transparent,” said Sue Planilla, AboitizPower Account Management Officer-Marketing Services.

At present, AboitizPower’s retail customers are major players in key industries such as steel, semi-conductor, food, and other manufacturing concerns. This portfolio is likely to expand in the next two years as the government clears the sale of power to customers consuming 750 kW or more and as available capacity increases.

“There are customers under negotiation, and we are focusing on the big guys, the steel companies. They’re very ideal because they run

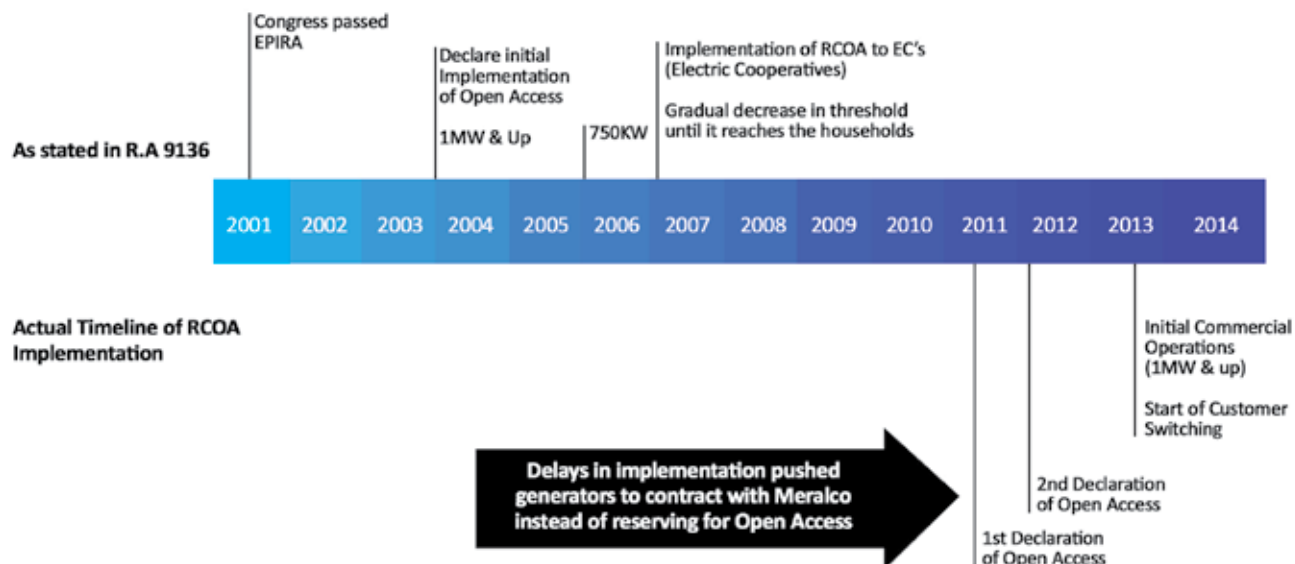
24/7, with a high load factor,” Planilla said of AboitizPower’s potential clients.

“The much-awaited implementation of Open Access has finally given end users the power of choice. We remain comfortable competing in this landscape as we pursue our growth plans,” said AboitizPower President and Chief Executive Officer Erramon I. Aboitiz. And in an industry where competition is ever tightening, this is welcome news for the company, something to further anticipate moving forward.

“Out of all the other retail electricity suppliers, I believe we are number two in number of customers after Meralco MPower (Meralco’s retail electricity arm). We’ve been able to secure new customers and sell a lot of the capacity. On the whole, I would say it has been as positive outcome for the Group. We’re happy about this,” Cruz said.

### RETAIL COMPETITION AND OPEN ACCESS (RCOA)

**Firm dates of Open Access implementation are crucial to spur investment and competition**





# Power – Generation

## Hedcor inaugurates 13.6-MW Tudaya hydro plants

Hedcor stepped up its overall capacity with the inauguration of the Tudaya hydropower plants contributing an additional 13.6 MW of Cleanergy to the Mindanao grid.

Hedcor officially launched its newest run-of-river hydropower plants, the Tudaya 1 and 2 hydros in Davao del Sur last May 13. The two hydropower plants, Hedcor's 20th and 21st plants, have increased Hedcor's total capacity to 170 MW of Cleanergy.

Department of Energy Secretary Jericho Petilla, together with AboitizPower Chief Operating Officer (COO) Antonio Moraza, AboitizPower Generation Group COO Emmanuel Rubio, Hedcor President and COO Rene Ronquillo, Sta. Cruz Mayor Joel Ray Lopez, and other local government leaders, led the inauguration rites.

"We are proud of our plant because it will go a long way in achieving inclusive growth," Ronquillo said.

The Tudaya 1 and 2 hydropower plants reside at Barangay Sibulan and Barangay Astorga in Sta. Cruz, Davao del Sur. Tudaya 1 harnesses the Baroring River with 6.6 MW capacity, while Tudaya 2 utilizes the Sibulan River with 7 MW capacity. The construction started in the last quarter of 2012 with a total investment of almost P2.4 billion.

The hydro facilities supply Davao Light Co., Inc. and Davao del Sur Electric Cooperative (DASURECO) with reliable and reasonably-priced power and have been registered as Clean

Development Mechanisms under the United Nations Framework Convention on Climate Change.

Energy Secretary Carlos Jericho Petilla recently praised the Tudaya 1 and 2 plants. "Availability is important when it comes to power. Sure, the 13-MW [plant] cannot solve the power crisis in Mindanao, but it provides a long-term benefit to the grid. It is the dependability, not the size, that matters," he said.

Concurring with the launch was the issuance of a Notice to Proceed for the Darong-Sibulan electrification project as one of the benefits

of the host community. The town is also anticipating the opening of a road network to Mt. Apo, which will serve as a farm-to-market road for the residents in the area.

Meanwhile, Therma South, Inc. (TSI) also announced the proposed capacity expansion of its baseload power plant project from 300 to 645 MW. This project expansion was approved by the Davao City Council last March 2014. The first 300-MW capacity of TSI, set for commercial operation in the first half of 2015, is already almost contracted out to distribution utilities and electric cooperatives in Mindanao.—With Ria Calleja



**HYDRO POWER.** Bagobo-Tagabawa Datu Carolino Ruiz, Davao City Councilor Louie John Bonguyan, Sta. Cruz Mayor Joel Ray Lopez, Energy Secretary Jericho Petilla, AboitizPower COO Antonio Moraza, and DASURECO Board President Rodrigo Sacidor during the inauguration of Hedcor's new Tudaya plants in Davao del Sur.



# Power – Generation

## Hedcor Bukidnon bags DENR ECC for Manolo Fortich plant

- ECC was granted after Hedcor fully complied with DENR's Environmental Impact Assessment
- "This progress brings us closer to the implementation of our green field project." --Hedcor's Gregorio Jabonilla

The Department of Environment and Natural Resources (DENR) Region X has granted an Environmental Compliance Certificate (ECC) to Hedcor Bukidnon, Inc.'s proposed hydropower facility in the province.

The 68.8-MW Manolo Fortich Hydropower Project of the renewable power generating company gained its ECC after satisfying the requirements and after substantive review of the project by the Environment Management Bureau (EMB), an agency attached to DENR.

"This progress brings us closer to the implementation of our green field project. Through renewable power generation, we support the government's quest of securing energy supply in the country while keeping in mind the environment," said Gregorio Jabonillo, Hedcor Vice President for Business Development.

The granting of ECC translates that Hedcor

fully complied with the requirements under DENR's Environmental Impact Assessment and commits to implement a detailed Environmental

Management Plan (EMP) tailor-fitted to its host communities. The ECC is a prerequisite for the construction of the hydropower plant.



**ENHANCEMENT MEASURE.** Hedcor volunteers plant thousands of seedlings in Bukidnon, as one of its enhancement measures in the area. Hedcor is determined to continuously conduct measures that will ensure sustainable development.

## SNAP's Ambuklao plant passes environmental audit

The Ambuklao Hydroelectric Power Plant of SN AboitizPower-Benguet (SNAP-Benguet) passed the certification audit for Environmental Management System (EMS) conducted by TÜV Rheinland on March 19-20, 2014 with "zero" non-conformity.

EMS certification indicates a company's commitment to monitoring, managing and improving its environmental performance. It means that the company has identified

significant environmental aspects of its operations and that it is taking steps to manage them through effective means.

"As part of SNAP's target for world-class operations, we have been pursuing certification in various international standards. The successful audit of Ambuklao completes the certification of SNAP's three power plants in workplace health and safety, quality, and environmental management, which began as early as 2009,"

said SNAP President and Chief Executive Officer Emmanuel Rubio.

Meanwhile SNAP-Benguet Assistant Vice President and Plant Manager Emmanuel Lopez said that the certification "shows again our strong commitment to work under world class standards." SNAP is working on its next goal of single certification for its Benguet-based power plants and certification in Integrated Management System.



# Power – Generation

## TVI signs EPC with Hyundai & Galing Power for Toledo plant

- EPC grants TVI a limited Notice to Proceed for its power plant in Toledo City
- "This project will assure Cebuanos that we will have adequate and competitively priced baseload power supply in the island by 2017."—EIA

Therma Visayas, Inc. (TVI) signed last May 30 an Engineering Procurement and Construction (EPC) contract with Hyundai Engineering Co., Ltd and Galing Power Energy Co., Inc after two months of negotiations.

Upon signing the EPC contract, TVI will be issuing a limited Notice to Proceed to perform design engineering and detailed physical data collection in preparation for the construction of the P41-billion, 300-MW baseload power plant located in Sitio Looc, Brgy. Bato, Toledo City, Cebu. The project's generating equipment will consist of 2 x 170 MW Steam turbines and two Circulating Fluidized Bed (CFB) boilers.

"We look forward to working closely on this project with our EPC contractor and the local community to ensure we deliver a quality power plant on time. This project will assure Cebuanos that we will have adequate and competitively priced baseload power supply in the island by 2017. This is a very important project for the Visayas grid," Erramon I. Aboitiz, AboitizPower President and Chief Executive Officer, said.



**FOREIGN PARTNERSHIP SEALED.** Erramon I. Aboitiz, AboitizPower President & CEO (2nd from left) and Benjamin Cariaso, Jr., TSI President & COO (4th from left) at the EPC signing ceremony for TVI's 300-MW Toledo power plant.

The Department of Energy projects 2016 to 2018 to be a critical period for the Visayas grid. The TVI project has been expedited to meet this looming power deficit. AboitizPower is also currently working toward financial close with

local financing institutions.

TVI is targeted to go online by third quarter 2017. The project is expected to create over 1,500 new jobs during construction, and about 150 new permanent jobs during operation.

## Sabangan hydro project on track for completion in 2015

Early next year, the Sabangan hydropower project is expected to be operational, delivering 14 MW of clean and renewable energy to the highlands of Mt. Province and adjacent provinces.

Hedcor Sabangan, Inc. is seeing the project fairly ahead of schedule compared to what the company expected. Ten months after its ground breaking, the project is already about 40% complete.

Major components of the run-of-river plant are taking form. The intake weir, a non-impounding structure—which will divert portion of the water from the Chico River, feeding the powerhouse—is under formworks installation.

Resting at the foot of Mt. Kalawitan—famous for its hiking trail—the powerhouse is now undergoing foundation works, reaching 15 footings since the third week of March. The powerhouse will be housing a Pelton turbine that

transforms the energy from the natural flow of water to electricity.

When the project becomes operational in early 2015, it will supply 55.3 Gwh annually to Mountain Province. The total cost of the project is P1.8 billion.

Mt. Province Governor Leonard Mayaan believes that mini hydros will propel the industry of the province, taking advantage of the province's top asset.

## UnionBank increases authorized capital stock, declares 65% stock dividends

- UnionBank's authorized capital is now at P23.1B from P6.7B
- "The economy has been fast expanding in the last few years and the prospects of a sustained higher growth rate is expected." –UnionBank's Vic Valdepeñas

Union Bank of the Philippines' (UnionBank) Board of Directors approved last April 28 the amendment to its Articles of Incorporation to increase the bank's authorized capital from P6.7 billion to approximately P23.1 billion. The Board, likewise, approved the declaration of 65% stock dividends, amounting to about P4.2 billion, to be issued from the increase in authorized capital.

The increase in authorized capital will enable UnionBank to seize growth opportunities aligned with its strategy on leveraging capital, focused mainly on low-cost CASA deposits build-up and consumer-led loan expansion in support of the Bank's thrust in achieving a more balanced and sustainable revenue stream.

"The economy has been fast expanding in the last few years and the prospects of a sustained higher growth rate is expected," said Victor B. Valdepeñas, UnionBank President and Chief Operating Officer.

"Big-ticket items are in the planning board and UnionBank wants to participate and seize the opportunities arise in this very favorable economic developments particularly in infrastructure financing. Also aligned with the fact that the forthcoming ASEAN Economic Integration will require larger banks to underwrite these financial and economic undertakings, which is part of the growth strategy of the Bank," Valdepeñas added.

### UnionBank VP Roberto Ramos is elected TOAP president



Last March 28, in a gathering held at the Makati Shangri-La, the Trust Officers Association of the Philippines (TOAP) selected its Board of Directors for the period 2014–2015. Robert Ramos, Vice President and Trust Officer of the UnionBank Trust and Investment Services Group (TISG) was elected as President. Ramos will spearhead the organization of the different member organizations in the industry.

TOAP is the umbrella organization of trust departments of banks and non-bank institutions authorized by the Bangko Sentral ng Pilipinas to offer trust and other fiduciary services to its customers and the investing public.

## CitySavings opens in North Caloocan

By Jovy Tan



**NORTHERN PUSH.** CitySavings North Caloocan Extension team with Vice Chairman and CEO Mikel Aboitiz, SVP-Operations William Paradies, Area Manager-Central Luzon Dexter Gary Flores and the CitySavings Marketing Team headed by Vice President-Marketing Emmanuel Tandoc. They were all joined by Carmelita Nebesa, a teacher at Bagong Silang High School during the formal ribbon-cutting ceremony at the bank.

City Savings Bank added another significant milestone to jumpstart the year as it opened its first branch for 2014 in North Caloocan last April 25. This is the third in the National Capital Region and the 51st nationwide for CitySavings.

CitySavings Vice Chairman and Chief Executive Officer Mikel Aboitiz, Senior Vice President for Operations William Paradies, Vice President for Marketing Emmanuel Tandoc, and Assistant Vice President for Marketing Harry Abellana joined the CitySavings North Caloocan-Camarin team during the office blessing.

"We decided to come closer to our teachers here in North Caloocan because our Caloocan

Branch is far from you. With the opening of our branch, we look forward to serving our teachers better," Abellana said.

Paulino Garcia, Head for Budget and Finance of CitySavings' Regional Payroll Services Unit said, "I am happy to see you (teachers) here during this event. I am happy that you are availing of a loan here with City Savings Bank which is a very reliable bank."

CitySavings North Caloocan Extension expects to serve about 2,000 public school teachers in the areas of North Caloocan, Novaliches, and a big portion of Quezon City, which includes Commonwealth, Fairview, Lagro, Bagong Silang, Payatas, and Holy Spirit.



## Pilmico goes global, buys 70% of Vietnamese aqua feed firm Vinh Hoan

■ Vinh Hoan owns Vietnam's fourth largest aqua feed producer

● "We are delighted to have this opportunity to expand our feed business and to enter Vietnam with such a strong and well respected partner as VHC."--SMA

Vinh Hoan Corporation (VHC) and Pilmico International Pte. Ltd. (Pilmico International), a wholly owned subsidiary of Aboitiz Equity Ventures, Inc. (AEV), signed last May 29 a Share Sale and Purchase Agreement under which Pilmico International will acquire from VHC a 70% equity stake in Vinh Hoan 1 Feed JSC (VHF).

Pilmico International will purchase the remaining 30% within five years at a pre-agreed price set out in the Agreement. The purchase price for the entire transaction is approximately \$28 million. The transaction is expected to close in July 2014.

VHF is the fourth largest aqua feed producer in Vietnam. AEV, through Pilmico Foods Corporation (Pilmico), manufactures and sells flour, feeds, and their by-products.

Truong Thi Le Khanh, VHC Chairwoman, said, "Pilmico is a highly reputable feed producer and



**PARTNERS FOR GROWTH IN THE REGION.** Representatives of Vinh Hoan 1 Feed JSC join Sabin M. Aboitiz, Pilmico President and CEO and Truong Thi Le Khanh, Vinh Hoan Chairwoman (4th and 5th from left, respectively) at the ceremony sealing the partnership between Pilmico International and Vinh Hoan.

we look forward to working closely with Pilmico in the future. VHC and Pilmico will conduct joint research in feed formulation in order to produce the highest quality pangasius products to our customers worldwide".

Sabin Aboitiz, Pilmico President and Chief Executive Officer, for his part, noted: "We are delighted to have this opportunity to expand our feed business and to enter Vietnam with such a strong and well respected partner as VHC."

## Pilmico expo livens up livestock farming & baking for CDO entrepreneurs

More than 2,500 livestock breeders, farmers, and small-time bakers from various parts of Misamis Oriental gathered last weekend to learn best practices and modern techniques from the experts at the recently concluded Pilmico Livelihood Expo 2014 held at the provincial capitol.

The two-day event dubbed "Celebrating the Baker, the Farmer, and the Breeder" featured a whole gamut of learning opportunities with back-to-back free seminars and workshops on hog raising, poultry and livestock farming, game fowl raising, and the new addition to

the program line up, baking demonstrations.

The goals of the expo were to liven up the livestock farming and baking industry in the province and inspire locals to venture into entrepreneurship. "We are here because we believe that everyone can be an entrepreneur," said Pilmico Animal Nutrition Vice President for Feeds Sales & Sales Support Hendel Cabral.



**CELEBRATING THE BAKER, THE FARMER, AND THE BREEDER.** Pilmico VP for Sales and Sales Support Hendel Cabral, Misamis Oriental Governor Bambi Emano, and Pilmico COO Michael Tan facilitate the ribbon-cutting ceremony, which signalled the opening of the expo.

# Land Development

## CAVITE-LAGUNA EXPRESSWAY LOCATION MAP



## Ayala-Aboitiz wins CALAX PPP bid

Aboitiz Land, Inc., together with Ayala Corporation unit AC Infrastructure Holdings Corporation, has submitted the highest compliant bid for the 35-year concession to build and operate the Cavite-Laguna Expressway (CALAX).

“We are very excited about this development as it allows the company to participate in the strategic infrastructure needs of the country in what we strongly believe will be a profitable venture. Similarly, as the Philippines’ economic star rises, this expressway shall benefit directly as the traffic forecast for its usage is very much GDP per capita driven,” said Andoni F. Aboitiz, AboitizLand President and Chief Executive Officer.

Ayala-Aboitiz’s offer of P11.66 billion will be paid over nine years with a 20% upfront payment upon the concession agreement signing, plus five equal annual amortizations commencing at commercial start-up on the project’s fifth year.

“We are confident that with our excellent partners, the Ayala Group, we will succeed and see the first vehicles enjoying the highway by 2019,” Aboitiz added.

## House construction starts at Almiya

Riding high on one of the industry’s record uptake rates, Almiya, Aboitiz Land, Inc.’s complete community in north Cebu, has begun construction of its residential units with a view to begin turnover at the end of this year, just a year and six months after its launch.

Concrete pouring for the residential units of Phase 1 has begun. Phase 2 was launched late last year and site development is ongoing.

Phase 1 of the community is now 90% sold. It has 44 duplex and 20 single-attached two-storey homes on lots of between 80 and 90 square meters in size.

Almiya also introduces an innovative product offering – residential units fitted with solar panels. By making solar energy accessible, AboitizLand takes its commitment of creating nurturing communities higher by ensuring energy cost savings for its vecinos and

promoting care for the environment.

Almiya offers 24/7 security, well-appointed amenities, unparalleled property management and well-designed homes. The residential units of Almiya are masterfully engineered with generous roof overhangs keeping out the tropical sun and heat and excellent cross-ventilation for cool indoor spaces.

The three-phase development covers five hectares located

in Canduman, Mandaue City. It is a brief drive to the central business district, the international airport and the key points of Metro Cebu.



**NEW HOMES UNDERWAY.** Some of the many residential units in Almiya, AboitizLand’s complete residential community in Mandaue City, Cebu are already ready for moving in.



# Land Development

## AboitizLand opens Canso X mountain adventure park

- Canso X is a new adventure park located in Brgy. Cansomoroy in Balamban, Cebu
- AboitizLand and CIPDI's latest project defines adventure in three words: hike, bike, and camp



**COMPLETE ADVENTURE STOP.** Canso X developers pulled out all the stops to offer a complete and enjoyable adventure destination.

Fresh from the success of launching The Outlets at Pueblo Verde, AboitizLand and Cebu Industrial Park and Developers Inc. (CIPDI) again place emphasis on offering Cebu's distinct developments with Canso X, their first themed leisure eco park in Cansomoroy, Cebu.

Canso X is a 12-hectare themed leisure eco and picnic park that offers a variety of outdoor entertainment and attractions. It positions itself



**RIISING 235 METERS.** Canso X gives hiking enthusiasts a place to trek and commune with nature.

as a special venue for three activities: hiking, biking, and camping.

Terrie Abad, AboitizLand's Assistant Vice President for Industrial, said: "Canso X is an escape from the usual urban activities."

Canso X With its truly relaxing feel, families, and health-conscious individuals will enjoy the expansive natural landscaping, terrains, treescapes, and the panoramic view of the sea.

Perched 235 meters above mean sea level, guests can enjoy a quiet camping site or watch downhill bike action from the Cebu Mountain Bike Adventure Club. There are simple yoga, hooping, poi, parkour, and capoeira exhibitions as well.

Canso X is easily accessible, being right along the main highway and with major establishments in Balamban nearby.

## Connecting with Filipinos in Dubai

AboitizLand reached out to the international Filipino market by taking part in the Pinoy Property Show at Dubai's Dusit Thani Hotel, United Arab Emirates.

The annual property show brings AboitizLand communities closer to Filipino workers

abroad who are exploring sound investment opportunities in the Philippines.

"We join the Pinoy Property Show not only to show our solidarity with our Filipino heroes abroad, but also to offer them the convenience of having a wealth of choices and information right

where they are," says Audie Villa, AboitizLand's Assistant Vice-President for Sales.

The exhibition team presented information about all the AboitizLand communities – each a standout concept, each a nurturing, assuring, and enduring community.

## Construction of Aseagas's LBM production plant now underway

- US\$50-million biofuel production facility targets commercial operations in H1 2016
- Batangas Governor Vilma Santos-Recto joined Aseagas CEO Sabin Aboitiz and COO Ping Alfonso at groundbreaking ceremony

Aseagas, the newest clean energy company of the Aboitiz Group, launched the construction of the country's first liquid bio-methane (LBM) fuel production plant last March 18.

Sabin M. Aboitiz, Aseagas CEO, and Juan "Ping" Alfonso, COO, led the groundbreaking ceremony for the US\$50-million facility, which is being built in Lian, Batangas. The site is adjacent to Absolut Distillery's plant, which will be the main source of raw material in production of LBM.

Representatives from the LT Group, Department of Energy (DoE), Batangas local and provincial LGUs, Gazasia, and team members from Aboitiz business units were present to support the event.



**PLANT GREEN-LIGHTED.** Aseagas COO Ping Alfonso (left) takes questions from the media while Aseagas CEO Sabin Aboitiz (right) looks on.

Batangas Governor Vilma Santos-Recto, accompanied by Sen. Ralph Recto spoke of the many ways the Aseagas facility benefits the

community, particularly in the areas of garbage disposal and job creation.

"We will not only have a safe and useful method of disposing our waste through recycling but it also provides renewable and sustainable fuel because the source material is organic waste. This bio-methane plant will also provide income and job opportunities to our people here," she explained.

The following week, on March 26, SMA and Mr. Alfonso met with members of the press at Sala Bistro in Makati City for a special briefing to share company updates.

The plant, designed by award-winning design firm AWW from the UK, is expected to begin commercial operations in the first half of 2016.



**ASEAGAS SIGNS P2-BILLION NOTES FACILITY WITH DBP.** Aseagas Corporation signed a notes facility with the Development Bank of the Philippines (DBP) for up to P2 billion to finance the construction of its US\$50 million plant in Batangas. The loan will be guaranteed by AEV and will have a term of 12 years. Pictured are, from left: Ebbie Mabatid, Aseagas Chief Finance Officer; Ping Alfonso, Aseagas Chief Operating Officer; Steve Paradies, AEV Senior Vice President and Chief Finance Officer; Sabin Aboitiz, Aseagas Chief Executive Officer; Gil Buenaventura, DBP President and Chief Executive Officer; Lilia Baun, DBP Senior Vice President; Raquel Atienza, DBP Asst. Vice President; and Gabby Mañalac, AEV Senior Vice President and Group Treasurer.



# Shipbuilding

## THI launches 185th container vessel

- SC-209 is a KASARMAX bulk carrier, able to enter Port Kasmar, Guineau
- Cebu Governor Hilario Davide III led the launch rites in Balamban

Tsuneishi Heavy Industries (Cebu), Inc. (THI), one of the leading shipbuilders in the world, last April 22 launched an 82,000-deadweight metric ton, KASARMAX-type bulk carrier, the SC-209.

SC-209, ordered by a Japanese national, is 229 meters long, and 32.26 meters wide with seven cargo holds equipped with side-rolling type hatch covers for each. The KASARMAX bulk carriers—vessels that can enter Port Kasmar, Guineau—are one of Tsuneishi Group's major products alongside the Tsuneishi Economical Ship Standard (TESS) series.

Cebu Governor Hilario Davide III led the launch ceremony with Cebu First Lady Jobella Angan-Davide by cutting the ship's rope with a ceremonial axe.

THI has already delivered five KASARMAX bulk carriers or 82,000 deadweight metric tonnage since the first KASARMAX delivery, M/V AM Express, in 2010.

"Our contributions to the country's economy and especially to the community were commended through several awards and recognitions. We received the PEZA's Hall of Fame for Outstanding Community for three years (2005, 2011, 2013) and the Outstanding

Exporter in the large enterprise category during the PEZA's Investors' Recognition Night 2014," THI President Hitoshi Kono said.

THI, one of the major contributors to the growth of the Philippine shipbuilding industry, has already delivered 180 ships since its inception in 1994, with its first ship M/V Sea Amelita, named after the former Philippine First Lady Amelita Ramos.

THI, two decades old in the Philippines this year, will be busy until 2017 with 60 ships scheduled to be delivered starting 2015. The company is scheduled to complete 20 ships in 2014.



**SHIPPING FEAT.** Various THI officials, together with Cebu Governor Hilario Davide III were present to launch the SC-209, THI's KASARMAX-type bulk carrier last April 22. THI is celebrating its 20th year anniversary this year, and will be busy building ships well until 2017.

# Corporate Social Responsibility

## Aboitiz Group breaks ground for Yolanda schools to benefit 22,000 students

- The Aboitiz Foundation is set to repair 130 and build 70 classrooms in Yolanda-hit areas in Cebu
- "The lion's share of our efforts and resources has been allocated to education-related projects." –EIA

A groundbreaking ceremony and signing of Memorandum of Agreement (MOA) Saturday, April 12 at the Argawanon Integrated School here marked the official start of repair and construction of new classrooms and buildings in schools that were heavily-damaged by Typhoon Yolanda in Northern Cebu.

The Aboitiz Foundation led the activity and signed MOA with the municipalities of San Remigio and Bogo, and the Department of Education (DepEd) to formalize its commitment to repair and construct 200 classrooms in these badly hit areas.

Leading the ceremony were Aboitiz Foundation Chairman Erramon Aboitiz, Aboitiz Equity Ventures Chairman Jon Ramon Aboitiz, Presidential Assistant for Rehabilitation and

Recovery Secretary Panfilo Lacson, DepEd Secretary Armin Luistro, Cebu Governor Hilario Davide III, San Remigio Mayor Mariano Martinez, and Bogo Mayor Celestino Martinez.

The Foundation, one of the first responders on the ground after Yolanda struck, is set to repair 130 classrooms and construct 70 new ones, which will benefit some 13,000 elementary and high school students upon completion within the year.

### Beyond #BangonVisayas

Mr. Erramon Aboitiz disclosed that funding for the Northern Cebu schools rehab program, which is estimated at P140 million, will be sourced from the P225 million cash donations pooled from various donors through the #BangonVisayas campaign.

The campaign, through intensive use of social media, defined and unified the efforts of various groups to bring more attention to the region's plight and call for donations to help Visayas recover from Yolanda's blow.

"Indeed, the outpouring of support is the essence of the Aboitiz Foundation's mission of helping people help themselves... The lion's share of our efforts and resources has been allocated to education-related projects because we believe this is where we can create the greatest impact," he said.

Aboitiz construction unit Metaphil, which was chosen as lead contractor for the project, will ensure that classrooms will be completed on time, within budget, and meet required quality – safe and conducive to learning.



### CLASSROOMS FOR REPAIR



TARGET:  
**130**

### NEW CLASSROOMS FOR CONSTRUCTION



TARGET:  
**70**

## NORTHERN CEBU REHABILITATION EFFORTS UPDATE

### BOGO SCHOOLS

Anonang Norte ES  
Anonang Sur ES  
Anonang Sur Tabaco Frasco NHS  
Guadalupe ES  
Dakit ES  
Bogo Central School II  
Bogo Central School III  
Nailon ES  
La Paz ES  
Malingin ES  
Banban ES  
Banban NHS  
Binabag ES  
Binabag NHS  
Cayang ES

### SAN REMIGIO SCHOOLS

Punta ES	Kayam ES
Argawanon IS	Dapdap ES
Busogon IS	Anapog IS
Victoria ES	Tacup ES
Kinawahan IS	Lambusan ES
Mano ES	Lambusan NHS
Lawis ES	Bancasan ES

### ADDITIONAL SCHOOLS

Curva ES, Medellin  
Carnaza ES, Daanbantayan  
Carnaza NHS, Daanbantayan  
Pantao Central School, Daanbantayan  
Mary R. Osmeña Memorial School, Borbon

### DONATIONS

As of  
Jun. 18

TARGET: **P200M**  
**REACHED:**  
**P227,807,414**

#### Donations From

- Aboitiz Foundation
- AboitizPower
- SN Aboitiz Power
- UnionBank
- Aboitiz Team Leaders and Members
- Aboitiz Business Units who cancelled Christmas parties
- Sharon Cuneta
- Aboitiz Family Members
- Donations through UShare
- Solventia Foundation
- Geelong Grammar School
- DQS Certification Philippines, Inc.
- Microsourcing Philippines, Inc.
- Results Manila, Inc.

### ADDITIONAL PLEDGES

As of  
Jun. 18

**REACHED:**  
**P24,280,000**

#### Pledges From

- Harvard Club of the Philippines
- Bob Sewell, TicketWorld
- Wicked the Musical / Lunchbox Theatrical Productions
- Tsuneishi Heavy Industries



# Corporate Social Responsibility

## Aboitiz Foundation to lead creation of Taguig-Pateros's 1st tech-voc HS

- Aboitiz Foundation refurbished and converted 2 TNHS classrooms into workshop and lecture rooms
- Tech-voc high schools “provide excellent educational and livelihood opportunities for public high school students”—Aboitiz Foundation’s Sonny Carpio



**NEW CLASSROOMS FOR LEARNING.** (From left) Aboitiz Foundation Executive Vice President and Chief Operating Officer Sonny Carpio, Aboitiz Foundation President Susan Valdez, Taguig City Mayor Lani Cayetano, DepEd Taguig-Pateros Division Superintendent Danilo Gutierrez, and Taguig National High School Principal Santiago Alvis



**‘THANK YOU ABOITIZ.’** (From left) Aboitiz Foundation Executive Vice President and Chief Operating Officer Sonny Carpio, Aboitiz Foundation President Susan Valdez, Taguig City Mayor Lani Cayetano, and Taguig City Councilor Pammy Zamora

Taguig National High School (TNHS), the oldest and biggest high school in Taguig City, is poised to be the first technological-vocational (tech-voc) school in Taguig-Pateros, thanks to classroom refurbishments recently provided by the Aboitiz Foundation.

The Aboitiz Foundation has invested in TNHS through the refurbishment and conversion of two TNHS classrooms into specialized lecture and workshop rooms for the school’s Electrical

and Automotive Technology classes.

These rooms were turned over to TNHS last March 25 in an event graced by Taguig City Mayor Laarni “Lani” Cayetano and Department of Education (DepEd) Taguig-Pateros Division Superintendent Danilo Gutierrez.

The DepEd Taguig-Pateros Division of City Schools has recommended the conversion of TNHS into the division’s first public technical-vocational (tech-voc) high school. TNHS is

the Aboitiz Foundation’s beneficiary school in Taguig City.

“The Aboitiz Foundation is committed to developing tech-voc high schools in the country. Tech-voc high schools provide excellent educational and livelihood opportunities for public high school students who may not go to college due to financial constraints,” said Augusto “Sonny” Carpio III, Aboitiz Foundation Executive Vice President and Chief Operating Officer.

## Aboitiz Foundation to build AGAPP school building in Taguig

By Rechiel Cordova

Aboitiz Foundation and DepEd Division of Taguig City and Pateros signed a Memorandum of Agreement last May 20 to build an AGAPP Silid Pangarap school building in Taguig Elementary School. This is in partial fulfillment of its pledge to Aklat, Gabay, Aruga Tungo sa Pag-angat at Pag-asa (AGAPP) Foundation of an additional 40 classrooms to be constructed this year.

In addition, the Foundation has refurbished the school’s computer and science laboratories and donated new computer units and science equipment, vital steps towards developing Taguig Elementary School into a special science elementary school.

Since 2011, over 14,000 students have benefitted from Aboitiz Foundation’s 134 AGAPP kindergarten classrooms—42 in Luzon, 36 in Visayas, and 56 in Mindanao.

Pictured from left are Aboitiz Foundation COO Sonny Carpio, DepEd Division Superintendent Danilo Gutierrez, Clean Makers Construction & Services Engr. Myles Adriano, and Taguig

Elementary School Principal Teresita Carlos who are signatories of the memorandum.



# Corporate Social Responsibility

## Aboitiz scholars undergo three-day leadership adventure program

By Rechiel Cordova



**HIGH ABOVE GROUND.** Aboitiz scholars muster up their courage to traverse KAC's ropes course challenge.

A total of 38 Aboitiz scholars took part in Aboitiz Foundation's leadership program held from May 9 to 11 at the Ramon Aboitiz Foundation's newly built Kool Adventure Camp experiential education center in Balamban, Cebu. The program was conducted in partnership with Aboitiz Equity Ventures and Visayan Electric Company.

"KAC has helped me discover something new about myself," shared Toniphine Flores, one of the participants of the activity. "It has shown me that I cannot win all battles alone, and that I always have bilayers willing to help me anytime."

The annual three-day camp aims to help develop the youth into well-rounded individuals through games, initiative exercises, and low- and high-rope course challenges. They also learn real-life applications for the skills, knowledge, and concepts they have learned from the camp.

## UC-Bro, Don Bosco shine in 16th Aboitiz Football Cup closing

By Nimrod Quiñones

The Aboitiz Football Cup, Cebu's premier football tourney, capped off a highly successful 16th season at its closing ceremonies last April 6 at the Aboitiz Sportsfield in Subangdaku, Mandaue City.

University of Cebu-Bro Nationals, a team led by Nigerian nationals, took home the Men's Open title in a 4-1 win against Leylam Football Club.

The most dominant team in the tournament, however, was Don Bosco Technology Center, which won five titles aside from its alumni ruling the 38-Above category. The school won first place in the Under-7 Mixed, Under-15 Boys, Under-18 Boys, and Under 23 divisions.

For the girls' Under-18 category, SHS-Ateneo de Cebu came out on top with San Roque FC and

St. Theresa's College finishing second and third place, respectively.

Various companies and Business Process Outsourcing firms also took part in the football tournament.

Accenture won the Inter-BPO Men's crown while Convergys's squad took home the Inter-BPO Ladies' championship.

For the Inter-Company division, the big winner was ERCO-FC.

Philippine men's national football team coach Thomas Dooley and team manager Dan Palami graced the closing event. In addition, tickets to an international friendly between the Philippine Azkals and Malaysia Tigers were raffled off to the audience.



**LEADERS OF THE CUP.** Don Bosco Technology Center emerged as champion across five divisions including the U18 Boys category.



# Corporate Social Responsibility

## Hedcor sponsors vermi-composting training in Tuba

Residents of Barangay Tadiangan, Tuba in Benguet, one of the host communities of Hedcor Inc.'s run-of-river hydro power plants, underwent a basic vermiculture course sponsored by the company to promote sustainable waste management in the community.

The training focused on providing the necessary basic skills and knowledge to be able to successfully create a home-based vermicomposting system. With this process, household organic wastes would be turned into premium organic fertilizer called vermicompost or vermicast.

Moren Macay, a vermiculturist invited by Hedcor to lecture about vermiculture, said that vermi-composting is the process of using African Nightcrawlers or Eugenes (short for *Eudrilus euginae*) to produce compost out of rotting materials to be used as organic fertilizers.

Aside from learning about the vermi worms, participants were also informed about the

"enemies" of the Eugenes and ways to keep these away. A calendar for a proper breeding of vermi worms was also lectured and different kinds of vermi beds and set ups were introduced according to the preference and budget of the interested growers.

Barangay Tadiangan Chairman Steward Batuna thanked Hedcor for initiating the training; which he said was beneficial to the community. Hedcor also provided vermi worms to the attendees to start their own composting project in their backyards.

Other host communities where vermicomposting seminars were held were Barangays Ampusongan in Bakun and Bineng in La Trinidad. By conducting basic vermiculture seminars, Hedcor enforces to its host communities the importance of proper waste management as a contributing factor in saving the environment.



**MEETING THE EUGENES.** Tadiangan residents eagerly listen to vermiculturist Moren Macay as he demonstrates the right way of putting up their own vermi beds to house the vermi worms they received from Hedcor.

## Hedcor and Luzon Hydro provide medical aid to host LGUs



**IN THE SERVICE OF THE LOCAL COMMUNITY.** Hedcor and Luzon Hydro team members display their passion to serve as they give back to their host communities in Benguet, Mt. Province, and Ilocos Sur through medical aid programs and activities.

Thousands of beneficiaries were aided in humanitarian missions to four host towns and a city held by Hedcor, Inc. and Luzon Hydro Corporation during the summer season.

Together with the Aboitiz Foundation and with the help of cause-oriented groups, Hedcor and Luzon Hydro were able to serve the towns of La Trinidad and Sablan in Benguet, Sabangan in Mt. Province, and Alilem and Vigan City in Ilocos Sur.

As the construction of its 14-MW plant goes on, Hedcor Sabangan highlighted women's welfare through a medical mission advocating health among the

"Juanas" of the municipality during the International Women's Month.

Luzon Hydro, on the other hand, partnered with the local governments of Alilem and Vigan City and other groups to deliver health assistance to the residents there, including a free circumcision program dubbed as "Astig ka boy!" in Vigan City.

The Ilocos province is host to the 70-MW Bakun AC plant.

In the province of Benguet where Hedcor's 11 run-of-river plants are situated, two towns were given health assistance while the other host communities are scheduled to receive theirs coming months.

Free medical consultations as well as dental, surgical, optical, and laboratory tests were provided to the communities. Medicines and vitamins were also given for free.

# Corporate Social Responsibility

## SNAP–Magat builds water distillation system for community school

At least 750 schoolchildren from General Aguinaldo Elementary School (GAES) in Ramon, Isabela now have easier access to potable water through a new distillation system donated by SNAP–Magat through the local barangay government.

The water distillation facility makes use of solar power to help the school lower its electricity bill. Under SNAP–Magat’s corporate social responsibility program, the company provided the materials for the installation of the solar distillation panels while the barangay covered labor and acquisition cost of the overhead tank.

Barangay Gen. Aguinaldo is one of several local communities across Isabela, Ifugao, and Nueva Vizcaya that host 360–megawatt SNAP–Magat hydro plant.



**WATER SYSTEM FOR THE COMMUNITY.** Awarding of the Plaque of Appreciation to SNAP–Magat (from left) with Kagawad Prima Dela Cruz, Kagawad Cherry Mel Bilag, Barangay Chairman Ernesto Ruiz Jr., Principal Luisa Olaya, SNAP–Magat Plant Manager AVP Willy Ferrer, and SNAPMagat Community Relations Officer Veronica Adsua.

## SNAP sponsors environmental charcoal briquette training in Ifugao

SNAP–Magat’s CSR team and SNAP–Benguet held a training session on the production of environmental charcoal briquettes using agro-waste for 68 participants who represented various Ifugao communities and cooperatives.

The activity, held last May 12, was arranged through Fr. Valentin C. Dimoc of the Social Action Development Center (SADC), a local organization promoting community–based agroforestry as viable alternative to unsustainable practices.

SNAP also donated machinery (five carbonizing drums, a grinder, roller, mixer, sorting bin, and compactor) as initial equipment for the group to start their production. SNAP Vice President and Chief Corporate Services Officer Mike Hosillos encouraged the participants to maximize their newly acquired skills and equipment in production of charcoal briquettes.

Fr. Dimoc, for his part, called for greater

cooperation in transforming the project into a sustainable livelihood source, adding that charcoal will complement muscovado production in neighboring towns. A local producer had tested the charcoal briquettes and confirmed their effectiveness in the processing of muscovado. SNAP–Magat is also a partner of SADC in the muscovado project.

Charcoal briquette production makes use of readily available materials such as corncobs and rice hulls for income generation while helping promote environmental awareness and sustainability.



**COMMUNITY’S LIVELIHOOD.** Participants try their hand at producing charcoal briquettes during the training sponsored by SN Aboitiz Power in Lamut, Ifugao.



# Corporate Social Responsibility

## Brgy. Tinongdan receives P1.2-M livelihood support from SNAP-Benguet



**LIVELIHOOD IGNITION.** SNAP-Benguet President & CEO Manny Rubio (foreground) in the jeepney donated by the company to Brgy. Tinongdan. Also trying out the vehicle were (from fore to background): Chief Corporate Services Officer Mike Hosillos, CFO Eleanor Blomdahl, and AVP & Plant Manager Emmanuel Lopez.

A host barangay of SN Aboitiz Power-Benguet, Inc. (SNAP-Benguet) recently received donations from the hydroelectric power firm to support livelihood projects for the community.

In a ceremony held last April 2, SNAP-Benguet handed over a jeepney to Barangay Tinongdan in Itogon, Benguet as official community transport vehicle of barangay officials, community members and guests. The vehicle can also be used to promote the

barangay's tourism program and made available for rental to generate additional income for the barangay.

The barangay also received four sewing machines, an upholstery machine, and a barber's chair for a livelihood program designed to improve local craft and trade in tailoring, upholstery and grooming services.

Attending the turnover ceremony for SNAP-Benguet were President & Chief Executive Officer Emmanuel Rubio, Chief Corporate

Services Officer Mike Hosillos, Chief Finance Officer Eleanor Blomdahl and Assistant Vice President & Plant Manager Emmanuel Lopez. Itogon Councilor and Chief of Tinongdan Indigenous Peoples' Organization Norberto Pacio and Tinongdan Barangay Captain Benjamin Medino represented the host barangay.

The donations were estimated to be worth P1.2 million and were funded from SNAP-Benguet's Corporate Social Responsibility Program and counterpart fund from the barangay.



# Corporate Social Responsibility

## 1,691 Aboitiz team members pitch in for Brigada Eskwela 2014

In time for the opening of classes for academic year 2014–2015, the Aboitiz Group participated in this year's Brigada Eskwela program, reaching out to 186 schools throughout the country.

"Amongst many other education-related initiatives, the foundation continuously supports Brigada Eskwela as we believe great education starts in an environment that can truly make students feel at home – where they belong," said Aboitiz Foundation Executive Vice President and Chief Operating Officer Sonny Carpio.

Aboitiz business units participated in batches, with some holding the program as early as the first week of May, while others

chose to conduct the activity up until the end of the month.

For CitySavings, 579 team members repainted 124 schools and did minor and major repairs to 17 schools. A principal from one of the public school beneficiaries in Legaspi said, "We are thankful that CitySavings does not only grant loans but is a lending institution with a big heart."

A total of 1,691 team members took part in this initiative, increasing by 17% from last year's 1,443 volunteers.

In Manila, Aboitiz companies rallied team members for the painting and repair of materials for Signal Village High School in Taguig City last May 24, while in Cebu, team

members helped out at Banilad Night High School in Cebu City.

Meanwhile, AP Renewables, Inc., Hedcor, Inc., Luzon Hydro Corporation, Subic Enerzone Corporation, Mactan Enerzone Corporation, Aboitiz Land, Inc., Visayan Electric Co., Inc., Cotabato Light and Power Co., Davao Light and Power Co., Inc., Therma South, Inc., Therma Marine Maco, and Therma Marine Nasipit engaged around 720 team members in improving the various school facilities across Albay, Agusan del Norte, Batangas, Benguet, Cebu, Compostella Valley Province, Cotabato, Davao, Ilocos Sur, Lanao del Norte, Negros Oriental, Subic, and Tarlac.—**With James Kemuel Ibanez**



# Corporate Social Responsibility





# Corporate Social Responsibility

## Gabii sa Kabilin: Bringing heritage to the public

Cebu's much-awaited annual culture and heritage event, Gabii sa Kabilin, once again welcomed visitors to a night of discovery as it showcased 35 heritage sites and museums across the city. Indeed, what Ramon Aboitiz Foundation, Inc. (RAFI) and its three other partner institutions started in 2007 has taken on a life of its own.

"This is not about RAFI, this is about Cebuanos working together to make heritage accessible to the public," said Dr. Jocelyn Gerra, RAFI Culture & Heritage executive director.

National Commission for Culture and the Arts (NCCA) Chairman Felipe de Leon agrees, saying the annual event helps the public know about their past and in so doing discover their own identities.

"The more we open our museums and heritage centers to our people, the prouder we become of our identity, because heritage is identity," he said.

Chairman de Leon was joined by members of the NCCA Board of Directors, National Museum of the Philippines Director Jeremy Barns, and National Artist for Literature Virgilio Almario at Plaza Pari-an in Cebu City last May 30 for the event's opening ceremonies, sponsored by AboitizLand.

This year's theme, "Rise of the Queen", is anchored on the growth of Cebu from the time it opened its ports to global trade in the 1860s to its becoming the "Queen City of the South".

While Gabii sa Kabilin lasts for only six hours

of one evening, it provides a show window, which guests can use as guide in visiting and discovering cultural sites on their own.

"Gabii sa Kabilin is actually just a teaser. If Gabii sa Kabilin is able to capture their (public) interest, hopefully they would visit those they did not see some other days," Dr. Gerra said.

She believes that seeing so many locals more than foreign guests during Gabii sa Kabilin was a good sign as it meant the celebration captured their interest.

"For a society that is not a museum-goer, it is heartwarming to see locals actually buying tickets. In a greater context, the media has helped a lot and has an important and vital role in raising awareness about culture and heritage," she said.



(1) **OPEN FIRE.** A fire-breathing dancers perform at the Plaza Parian for the opening of Gabii sa Kabilin 2014, sponsored by AboitizLand. (2) **CASA GORORDO MUSEUM.** A guide shares the history of the former home of the first Cebuano bishop of the country to museum guests. (3) **TARTANILLA.** This popular mode of transportation has become the official icon of Gabii sa Kabilin.



# Corporate Social Responsibility

## DepEd-7 to pilot Bugsay philosophy to Cebu's Grade 3 pupils

- Akong Bugsay learning materials will be piloted in 20 public elementary schools in Cebu
- "It's part of my effort to build strong character in the next generation."--REA

The Ramon Aboitiz Foundation Inc. (RAFI) and the Department of Education – Region 7 (DepEd-7) have partnered to integrate the Bugsay philosophy of Mr. Roberto E. Aboitiz in the primary education curriculum.

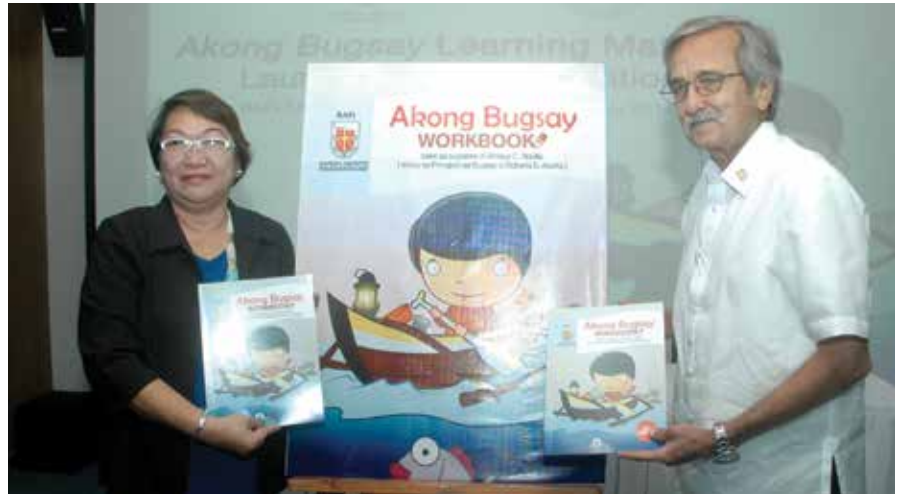
Mr. Aboitiz, RAFI president, and Dr. Luz Jandayan, DepEd-7's chief of the curriculum and learning management division, signed an agreement to pilot Akong Bugsay learning materials in 20 selected public elementary schools in the 10 divisions of Cebu for school year 2014–2015.

The two parties worked together to develop the Bugsay learning materials, namely the Akong Bugsay Workbook, Akong Bugsay Workbook Teacher's Guide, and Akong Bugsay teaching aid.

Akong Bugsay is children's book written by Amaya C. Aboitiz based on the Bugsay philosophy of her father, Roberto Aboitiz, and speaks about having a goal, planning well, and working hard to achieve it.

"It's part of my effort to build strong character in the next generation," Mr. Aboitiz said.

He added that while Akong Bugsay is a



**SHAPING THE FUTURE FOR THIRD GRADERS.** RAFI President Roberto E. Aboitiz and DepEd-7's Dr. Luz Jandayan copies of the Akong Bugsay workbook following the launch of the project to integrate Bugsay philosophy into the Grade 3 curriculum.

children's book, its lessons are not just for children as it is actually a business philosophy everyone can adopt.

RAFI will provide complete sets for Grade 3 classes in each of the 20 schools.

For its part, DepEd-7 will oversee how Akong

Bugsay is adopted into the intended curriculum.

They will also create a measurement gauge to understand the impact of the project, which includes soliciting feedback from parents to find out changes in attitude and behaviour of students.

## RAFI helps fire-ravaged barangays

Ramon Aboitiz Foundation Inc. (RAFI) lifted spirits in Barangays Lorega-San Miguel and Kamputhaw in Cebu City and Barangay Tingub in Mandaue City by distributing relief packs to families affected by fires that ravaged the three communities.

On March 18, fire struck Lorega-San Miguel and left over 5,000 residents homeless while another blazed on Easter Sunday in Kamputhaw where 224 people were displaced. Meanwhile, fire victims in Tingub numbered around 400

people.

RAFI's relief packs included kilos of rice, canned and dry goods, boxes of oatmeal and biscuits, and toiletries. These goods came from partner organization Filipino–American Council of Greater Chicago based in Chicago, USA and Sponsor Philippines. RAFI received clearance from the two organizations to re-allocate supplies originally donated for Typhoon Yolanda survivors.

"We are happy that there are still those who

like to give. It has been weeks since somebody did," said resident Christine Concepcion, 21, a mother of two.

RAFI also donated tents with tarpaulins, baby and adult diapers, and hygiene kits to the Cebu City government's social welfare office for distribution to the fire-hit communities

Extending assistance is in line with RAFI's brand promise of elevating lives. The donation was in heeding the city's call for Cebuanos to help the government attend to the fire victims.

# Corporate Social Responsibility

## RAFI kicks off Project BUGSAI in partnership with Renoir

- Two focus areas were identified for the project: Micro Finance and Project Management
- REA on Project BUGSAI: "Not just the ordinary will do."



**REFORM INITIATED.** RAFI's Bugsai Project aims to improve the organization's processes and structure. The kick-off was attended by Dominica Chua, RAFI COO; Roberto E. Aboitiz, RAFI President; Mikel A. Aboitiz, RAFI Treasurer; and Carlos Aboitiz, RAFI Steering Committee Member as well as other RAFI team members.

The RAFI (Ramon Aboitiz Foundation, Inc.) BUGSAI journey started last October 2013 when RAFI engaged the services of Renoir, an international implementation consulting company, to take a look at the processes used within the organization. After three weeks of analysis, the findings came out: a lot needed to be improved, particularly in providing the structure and control required to maximize outcomes and hit rates while ensuring growth and sustainability.

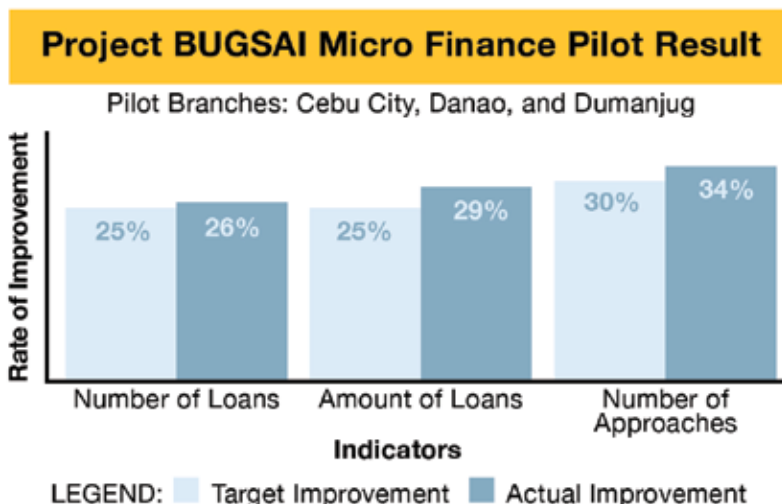
Thus, last January 2014, the RAFI BUGSAI Project kicked off with two focus areas: Micro Finance and Project Management under School Rehabilitation Program, with eight full-time task force members carefully selected from within the organization to carry out the project forward, together with Renoir consultants steering them closely.

Two Management Action Teams (MATs) were created, composed of team leaders from Microfinance and Project Management Units in the organization, to be champion and take

accountability in delivery the expected change and improvement in the areas.

The 35-week project started with an intensive training before the actual work began whereby

a project vision and mission were created – and Project BUGSAI was conceptualized. The vision was crafted: Becoming a Unified Globally-competitive Service-oriented Architects of



# Corporate Social Responsibility

Innovation through Building Unequalled Growth with Systems Advocating Integrity.

Project BUGSAI culminated with a Strategic Integration Meeting (SIM), a transition between the identification of problems/development of solutions phase of the project and the implementation phase. This happened last April 28, and was attended by RAFI team leaders and management including Dominica Chua, RAFI Chief Operating Officer; Roberto E. Aboitiz (REA), RAFI President; Mikel A. Aboitiz (MAA), RAFI Treasurer; and Carlos Aboitiz, RAFI Steering Committee Member. The MATs presented their 15-week journey through SIM maps showing four key areas: Opportunities, Solutions, Realization Plan, and Commitment.

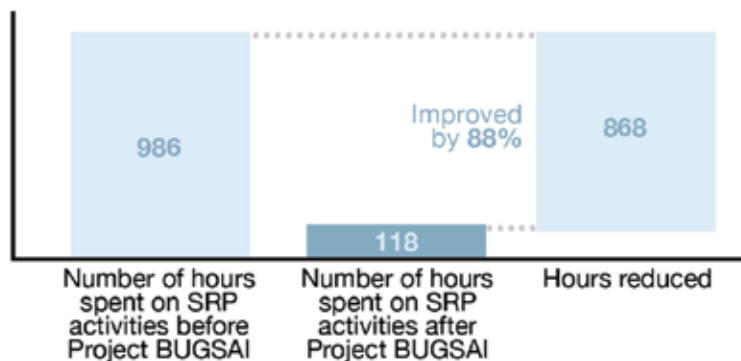
Feedback on the SIM was positive: “In this week’s review of our work in the Renoir project I was witness to yet another realization, and that is our passion to excel, or magis! Not just the ordinary will do,” said REA.

“I was very impressed with the development of the BUGSAI Project and feel the sense of ownership and commitment of the task force,

MAT and the other team members who are involved. The team’s achievement so far is remarkable,” Chua, for her part, said. MAA, meanwhile, said, “Renoir acted as steroids for management to focus on MCS a in a holistic/comprehensive manner in a relatively short period of time.”

## Project Management Pilot Result

Pilot School Rehabilitation Projects (SRPs): Madrideojos, Dalaguete, and Bantayan Elementary Schools



The SIM ended with a commitment signing by all the MATs, team leaders, and management, signaling the start of an even bigger task ahead—project roll-out and implementation. The processes shall now be applied across the organization, and buy-in commitment to crucial if sustainability is to happen.

## RAFI, Austrian NGO to build homes for Yolanda survivors in San Remigio

The Ramon Aboitiz Foundation (RAFI) and Hilfswerk Austria International (HAI), with the local government of San Remigio, Cebu, are set to construct permanent homes for 300 families displaced by the “no-build zone” policy following Typhoon Yolanda.

HAI, an Austria-based non-profit for development cooperation and humanitarian aid, tapped RAFI as local partner in its Relocation Project for Typhoon Haiyan initiative. They will provide technical supervision on the construction of houses, to be built in different phases, and assign an overall project manager.

Dr. Heide Burkhart, HAI managing director, revealed that they would also build a place in which residents can be provided with trainings

and be empowered to improve their lives later on.

RAFI Chief Operating Officer Dominica Chua adds that this is where the foundation, true to its commitment of helping the public, will also be instrumental. RAFI will provide skills development to the residents and, likewise, act as facilitator and evaluator of the program by monitoring the implementation.

The San Remigio local government, meanwhile, will provide the location, heavy equipment, construction plans, and infrastructure development.

“We feel blessed by the pilot

project and, if all goes well, they would spread to other areas,” related San Remigio Mayor Mariano Martinez.



**NEW BARANGAYS IN SAN REMIGIO.** A new barangay for Typhoon Yolanda survivors will soon rise in San Remigio, Cebu following an agreement for the construction of 300 permanent typhoon-resilient homes. Signatories were (from left) Dr. Heide Burkhart of Hilfswerk Austria International, Mayor Mariano Martinez of San Remigio, and Ramon Aboitiz Foundation Inc. Chief Operating Officer Dominica B. Chua.



# Corporate Social Responsibility

## RAFI, DepEd, and Northern Cebu towns partner for school building project

- Project covers a total of 184 classrooms and 15 daycare centers, in Madridejos, Bantayan, Daanbantayan, and Sta. Fe
- RAFI is allocating P129 million for schools and P16.5 million for daycare centers

The Ramon Aboitiz Foundation Inc. (RAFI), the Department of Education (DepEd), and the local governments of Daanbantayan, Madridejos, Bantayan, and Sta. Fe formally entered into separate agreements to construct and/or repair Typhoon Yolanda-damaged classrooms in Northern Cebu.

The project covers 86 classrooms in 20 schools in Daanbantayan, 42 classrooms in nine schools in Madridejos, 48 classrooms in 12 schools in Bantayan, and eight classrooms in five schools in Sta. Fe.

In addition, RAFI-Dolores Aboitiz Children's

Fund (DACF) has earmarked P16.5 million to build eight day care centers in Daanbantayan, three in Madridejos, and four in Bantayan.

DepEd-Cebu Province reported Typhoon Yolanda damaged 2,189 classrooms in 343 schools across 14 municipalities, affecting around 100,000 pupils.

RAFI and its partners will allocate P129 million for schools in Madridejos, Bantayan, and Daanbantayan. The foundation will partner with the League of Municipalities of the Philippines (LMP)-Cebu Province Chapter in funding construction of eight more classrooms in Sta. Fe.

The agreement also specifies that RAFI will lead the school buildings' repair and construction, including design, identification of contractors, bidding, monitoring, and documentation.

Donors to RAFI's Yolanda school rehabilitation project include American Jewish Joint Distribution Committee, International Rescue Committee, She Entrepreneurs Organization, Artabang, Sacred Heart School – Jesuit Batch '85, Art Association of the Philippines, Portrait Artists Society of the Philippines, and St. Theresa's College High School Batch '72.



**REBUILD FOR EDUCATION.** Northern Cebu mayors sign agreements with the Department of Education (DepEd) and the Ramon Aboitiz Foundation Inc. (RAFI) for the construction and rebuilding of classrooms and day care centers following the destruction caused by Typhoon Yolanda last November. Signatories are, from left: Mayor Augusto Corro (Daanbantayan), Vice Mayor Floreto Batayola (Madridejos), RAFI Executive Committee Head Ma. Cristina Aboitiz, RAFI Chief Operating Officer Dominica Chua, Mayor Ian Christopher Escario (Bantayan), Mayor Jose Esgana (Sta. Fe), DepEd-Cebu Province Assistant Division Superintendent Roseller Gelig, and DepEd Regional Director Carmelita Dulangan.

## LBC is new WeatherPhilippines Platinum Sponsor



**MOVE IT WITH LBC.** Seated, from left: WPF Vice Chairman Manny Zamora, WPF President Susan Valdez, LBC Express CEO Santi Araneta, and LBC Express COO Mike Camahort. Standing, from left: Aboitiz Equity Ventures CFO Steve Paradies, Meteogroup Chief Commercial Officer Andrew Little, WPF Trustee Martin Kurer, Meteogroup Jennifer Campbell, WPF Independent Trustee Hans Sy, Txabi Aboitiz, WPF Independent Trustee Jun Factoran, and WPF Gen. Manager Celso Caballero.

WeatherPhilippines Foundation (WPF) has added LBC Express, Inc. to the growing list of corporate partners in its goal to deploy roughly 1,000 automated weather stations (AWS) nationwide.

As the leading global Filipino company in express courier and money remittance, LBC's COO Mike Camahort believes the partnership with WPF aligns with their company's strong CSR program and a useful in disaster management for their logistical operations.

"Localized weather data and disaster risk preparedness are highly important tools that

can be used to save property and lives. It is critical information that can now be made available to all individuals and private and government sectors," he said.

As Platinum Sponsor, LBC will support acquisition, installation & setup, basic maintenance, and communication of AWS as well as weather data analysis and capacity building training sessions for LGUs. The company will also select six locations where the weather stations will be installed.

"It is because of the support of our private partners that WPF has the resources to sustain

its operations for a minimum of 10 years. We look forward to gaining more partners that will allow us to operate well beyond the next decade," noted Celso C. Caballero III, WPF General Manager.

WPF will train LBC staff on AWS installation and maintenance as well as seminars on Weather101, and Tropical Cyclone 101. They will also be trained in using the web-based weather portal on [weather.com.ph](http://weather.com.ph), which features specific information such as localized weather forecasts.



### CEMEX JOINS WEATHERPHILIPPINES AS GOLD SPONSOR.

CEMEX Philippines and WeatherPhilippines Foundation formalized their partnership through a signing ceremony held last May 26. As Gold Sponsor, CEMEX will select six locations as possible sites where automated weather stations (AWS) will be installed. The sites are: Apo Port in Naga, Cebu; Iloilo Terminal, Iloilo City; Manila Terminal in Navotas; Solid Plant in Tagbac, Rizal; Brgy. Simlong, Batangas City; and Sta. Ana, Davao City.

Signatories of the agreement are (from left) WPF Gen. Manager Celso Caballero III, CEMEX Philippines Corporate Communications and Public Affairs Director Chito Maniago, Apo Cement Corporation Logistics Director Michael Martin Teotico, WPF President Susan Valdez, and Aboitiz Equity Ventures Asst. Vice President Business Development Jay Fernandez.

## WPF bolsters LGU disaster preparedness in Eastern Visayas

- Total of 47 AWS deployed in Samar, Northern Samar, Eastern Samar, Leyte, and Southern Leyte
- Trained 137 local government officials on AWS handling and maintenance and post-disaster business continuity



**PREPARING LEYTE FOR SEVERE WEATHER.** WPF General Manager Celso Caballero (leftmost) with representatives of 16 partner LGUs in Leyte and 'Business Continuity' keynote speaker Amor Maclang (sixth from right).

WeatherPhilippines Foundation (WPF) embarked on a month-long rollout of AWS (automated weather stations) in Eastern Visayas last May.

Partnering with Department of Tourism (DOT) Region VIII and Local Climate Change Adaptation for Development Foundation, Inc. (LCCAD), WPF visited several Typhoon Yolanda-affected provinces of Samar, Northern Samar, Eastern Samar, Leyte, and Southern Leyte to turn over a total of 47 AWS to the respective LGUs. Workshops were also conducted for 137 participants including municipal mayors, public information officers, administrators, and members of the municipal disaster risk reduction councils.

In addition, WPF's Alvin Tobias, Operations and Maintenance Supervisor, and Kaye Rosario, Sustainability Officer facilitated the 'AWS Installation & Maintenance and Web Portal Training', which is aimed to help end users maximize the weather stations and the web-based weather portal services.

WPF General Manager Celso C. Caballero III shared to the LGU participants that the AWS instruments are equipped with sensors for measuring global solar radiation, wind direction, wind speed, temperature, pressure, humidity,

and precipitation. Data gathered from the AWS are processed into actual weather readings and localized forecasts at [www.weather.com.ph](http://www.weather.com.ph).

Speaking at the turnover in Ormoc, DOT Region 8 Director Karen Tiopes said: "We hope that this technology will give you a better understanding of the weather and its application to disaster preparedness as well as to tourism, agriculture, and agro-fisheries."

At the same occasion, Amor Maclang (of GeiserMaclang Marketing Communications) joined WPF to present the 'Business Continuity After Crisis Workshop'. This training is given to LGUs to strengthen their disaster risk reduction and climate change adaption capabilities. It can be noted that Ormoc was one of the hardest hit areas of Typhoon Yolanda.

WPF partner Rappler, Inc. presented their 'Project Agos' initiative that highlights how information technology, crowdsourcing, and social media can be utilized to improve the way communities respond to

and prepare for disasters.

"WPF's AWS, Maclang's risk response model, and Rappler's Project Agos will, hopefully, equip the LGUs to be more prepared when the next calamity strikes in their areas. I am looking forward to seeing (and maybe, even covering) a disaster resilient Leyte and Southern Leyte," said Rappler's David Bryan Lozada during his talks in Ormoc City and Catarman City.

Further AWS rollout activities are scheduled in the coming months to meet WPF's goal of 1,000 weather stations deployed nationwide.



**AWS TURNOVER AND MOA SIGNING.** With Northern Samar LGUs, standing (from left) are LCCAD Executive Director Manuel "Nong" Rangasa and WPF General Manager Celso C. Caballero III. Seated are (from left) Gamay Mayor Timoteo Capoquian Jr., Laoang Mayor Madeleine M. Ong, Catarman Mayor Francisco C. Rosales, Jr., and San Jose Mayor Damian Luzon, Jr.



## Team members & leaders triumph at 1st Aboitiz TRI2014



Several members of Team Aboitiz were big winners at the first-ever Aboitiz TRI2014, which was successfully held at Pico de Loro Cove, Hamilo Coast in Nasugbu, Batangas last April 5. Over 300 triathletes from all over the country participated in this event.

"Amid the challenge of developing and sustaining a high performance culture in Aboitiz, we promote teamwork through sports," Erramon I. Aboitiz (EIA), AEV President and CEO, told over 300 triathletes who participated in the event.

"Today, our focus is on celebrating people. All of you who have participated in this triathlon are champions because of your

personal commitment to live a healthy and active lifestyle," EIA added.

The team of Basti Lacson (VECO) and Manny Rubio (SNAP) finished a close second in the Relay category, clocking in a total time of 2:40:03, three seconds behind first placer Cecon Team A.

Other Aboitiz finishers in the Relay category were Kat Esguerra (UnionBank), KC Vejano (UnionBank), Charles Gamo (AboitizPower), Mark Navarro (AboitizPower), and Neil Mamac (Pilmico).

Aboitiz triathletes also did well in the Age Group categories. Carlos Aboitiz (AboitizPower) finished 6th in the Male 30-34 category with a total time of 2:44:02, while RJ de los Santos (AboitizPower) placed 38th in the same category with a total time of 3:35:00. In the Male 50-54 category, Niño Fajardo (UnionBank) ranked 4th with a total time of 2:58:40.



## Aboitiz improves sustainability reporting, attains Level B–GRI Checked status

- **GRI Checked Status means competent reporting on 52 globally-accepted sustainability standards**
- **Next goal: an Externally Assured sustainability report in two years**

Aboitiz Equity Ventures, Inc. (AEV) has stepped up its commitment to sustainability as it recently received a Level B–GRI Checked status for its 2013 sustainability report from The Global Reporting Initiative (GRI).

It is one of the few conglomerates in the Philippines to achieve this distinction.

A Level B–GRI Checked status means AEV—which held a Self-Declared GRI status, the lowest, from 2009 to 2012—was able to responsibly and transparently report on 52 sustainability indicators (minimum of 22) last year, aligning its sustainability program with globally-accepted standards.

This status was achieved by refreshing the Aboitiz Group's sustainability approach last year—developing a Sustainability Policy,



LEVEL  
**B**

Framework, and Focus Areas, and creating a Sustainability Council.

The recent shift in business paradigm (where reputation becomes a crucial company asset) has prompted companies worldwide to go beyond profitability and strive to integrate social development and environmental stewardship into business operations.

With a GRI-Checked Sustainability Report,

AEV was able to disclose a triple bottom line performance with focus on aspects material to the business and our stakeholders.

AEV is aiming for an Externally Assured sustainability report by 2016, the highest GRI reporting level. It will continue building on this success and delve deeper into institutionalizing and disclosing sustainability practices following the global strategic framework.

## Aboitiz Cleanergy Park welcomes more pawikans

More pawikans have recently made their home at the Aboitiz Cleanergy Park in Punta Dimalag, Davao City; months after 81 pawikans were released on the park's premises last January.

A new pawikan nest was discovered by Barangay Punta Dimalag Purok Leader Bobby Onin last May 28, 2014 while patrolling the Aboitiz Cleanergy Park's shoreline, where a total of 149 pawikan eggs were believed to have been laid between May 26 and 28.

These pawikan eggs were later transferred to a better location since they were buried in a heavily vegetated area. To better secure the new nest, a fence was built around it.

A team from Davao Light & Co., Inc. then took GPS (Global Positioning System) coordinates of the nest and requested research contractors to

assist in the data gathering. University of Southeastern Philippines Research Director Dr. Helen Pondevida, her associate Dr. Larry Wong and University of the Philippines Mindanao Research Associate Kevin Labrador were present during the time of transfer. They did documentation and took five eggs for sampling and DNA fingerprinting.

Barangay Captain Nestor B. Cirunay and Kagawad Jimmy Poliquit of Barangay Punta Dimalag also witnessed the transfer of the pawikan eggs last May 30.



**PAWIKAN POWER.** The emergence of new pawikan hatchlings at the Aboitiz Cleanergy Park in Punta Dimalag, Davao City has strengthened the park's status as an outdoor biodiversity park that protects and preserves the environment in a sustainable manner.

## AboitizPower backs 1st Tanauan Sailing Festival in Batangas

AboitizPower took to the waters last February 22 as it served as a major sponsor of the 1st Tanauan Sailing Festival at Taal Lake in Batangas.

The two-day regatta, which also served as the venue for the annual Hobie 16 Nationals, saw participants sailing from Talisay City to the various coastal barangays of Mahabang Buhangin, Boot, Wawa, Gonzales, and Banadero in Tanauan City.

Supported by AboitizPower, Potato Corner,

Emperador Brandy and Awilihan Resort, the 1st Tanauan Sailing Festival was the run-up event to the 14th Philippine Hobie Challenge, the country's top international extreme sailing event that ran from Malapascua Island, Cebu to Oton, Iloilo last March 15 to 23.

The 1st Tanauan Sailing Festival featured a competitive fleet of Hobie 16s, Hobie Bravos and Getaways, and homebuilt boats. Windsurfers also saw action in Taal Lake as the Tanauan

Sailing Festival also served as the Philippine Windsurfing Association's qualifying regatta for the 2014 World Championships.

AboitizPower has long been a supporter of sailing and sporting events, having sponsored the Cleanergy Travelers Series regatta over the past three years and the Aboitiz TRI2014 last April. These initiatives are part of the Aboitiz Group's goal of creating a BetterWorld through sports and an active lifestyle.

## SNAP and Hedcor celebrate Earth Day activities



**TEAM CLEAN.** Volunteers from SNAP-Magat collect trash around the Magat reservoir, while in Binga, volunteers clean up mud from the spillway.

Two companies under the AboitizPower Generation Group conducted their respective Earth Day activities last April.

At the Ambuklao and Binga hydroelectric power plants, 84 SNAP Group volunteers picked up assorted waste (plastic, tin cans, broken bottles), cut weeds and shrubs, and removed mud at the Binga spillway. Meanwhile in Magat, fifty-eight volunteers joined the clean-up drive near the Magat reservoir. Some 20 large garbage bags of solid waste were collected – fewer than the waste collected in previous years.

“As a renewable energy company, we place emphasis on sustainability and the efficient management of our natural resources,” said SNAP Vice President and Chief Corporate

Services Officer Mike Hosillos.

Apart from its annual participation in Earth Day activities, SNAP has spearheaded environmental and sustainability programs, including Livelihood Enterprise and Agro Forestry Development (LEAD), a partnership with the Social Action Development Center to provide viable alternatives unsustainable practices and protect watershed areas from further denudation.

In 2013, 2,500 pohokan lemon seedlings (Pohokan) and 600 medicinal trees (Hapal) were produced through the Tinoc Organic Multipurpose Cooperative and were planted in Tinoc and Banaue. The lemon seedlings will support the pomelo marmalade products

of the 15 members of the Banaue Womens' Organization.

In Benguet, SNAP has a standing agreement with the National Power Corporation (Napocor) for the preservation & protection of the Ambuklao-Binga watershed, which is under the management of Napocor.

Likewise, Hedcor, Inc., which has facilities in Benguet, Davao City, Davao del Sur, and Ilocos Sur, implemented tree-planting activities throughout the entire company. Seventy-seven Hedcor team members and 37 volunteers planted 3,585 Arabica and Benguet Pine seedlings last June 5. These seedlings were planted over a combined 1.87-hectare area in Benguet and Mt. Province.



# People

## NEW ABOITIZ FOUNDATION TRUSTEES

### INCOMING



**Andoni F. Aboitiz**



**Sabin M. Aboitiz**



**Antonio R. Moraza**



**Jon Ramon Aboitiz**



**Roberto E. Aboitiz**



**Romy S. Ronquillo**

### OUTGOING

To our incoming trustees **Andoni**, **Sabin**, and **Tony**—welcome and we look forward to many fruitful years of working with you!

To our outgoing trustees **Jon**, **Bobby**, and **Romy**—thank you for your passion to serve and for inspiring us to find better ways to help people help themselves!

**Susan V. Valdez** will replace Jon Ramon Aboitiz as Aboitiz Foundation President, while **Erramon I. Aboitiz** will continue as Chairman.

## Promotions



**Erika Mari Gonzales**  
Marketing Planning Supervisor  
AboitizPower Trading and Marketing

Erika has been promoted to Marketing Planning Supervisor reporting directly to Juan Aboitiz, Marketing Planning Manager. She was an Account Officer before this promotion.



**Antonio R. Moraza**  
Group COO  
AboitizPower

Tony has been promoted to AboitizPower Group

COO, taking charge of the operations of the Power Generation and Distribution Groups, as well as the Sales and Trading, Regulatory Affairs, and Business Development teams. He was AboitizPower Generation EVP and COO before this promotion.



**Emmanuel Rubio**  
COO  
AboitizPower Generation

Manny has been promoted to AboitizPower Generation COO reporting directly to Antonio Moraza, AboitizPower Group COO. He was SNAP Group President and CEO before this promotion.

## Retirement



**Iker M. Aboitiz**  
FVP and CFO  
AboitizPower

Iker has retired early from the Aboitiz Group due to personal reasons. He first joined the company in 1994 as a corporate planning analyst.

Iker made significant contributions to the Group in his various roles in the organization. He earned deep respect from his team and colleagues, and his work in finance was exemplary. We wish him the best and continued support in whatever passion he pursues in the future.

## New Hires



**Stephanie Abiera**  
Associate General Counsel  
AEV LEX

Stephanie has joined the AEV LEX team as Associate General Counsel reporting directly to Joseph Gonzales, VP & Senior Associate General Counsel. She was a corporate lawyer at Validus Development Investment, Inc. before joining AEV.

Stephanie graduated with degrees in Computer Science from Ateneo de Davao University and Law from the University of the Philippines-Diliman, and was admitted to the bar in 2009.



**Barbara Paula Agoncillo**  
Treasury Operations Admin  
AEV Treasury Services Group

Paula has joined the AEV Treasury team as Treasury Operations Admin reporting directly to Cristina Calumpang, TSG Manager. She was a Marketing/Account Officer at BDO before joining AEV.

Paula graduated with a degree in Financial Management from Adamson University.

# People



**Winston Arpon**  
Correspondence  
Associate  
AEV Admin

Winston has joined the AEV Admin team as Correspondence Associate reporting directly to Aileen Capapas, Admin Supervisor. He was a Messenger at Staff Alliance, Inc. before joining AEV.

Winston graduated with a degree in Marine Transportation from Dr. Carlos Lanting College.



**Katrina Felize Bero**  
Team Support Officer  
Aboitiz Foundation

Katrina has joined the Aboitiz Foundation team as Team Support Officer reporting directly to Rowena Astillo, Administration and Enterprise Development Manager. She was a Sales and Marketing Associate at the Bank of the Philippine Islands before joining AEV.

Katrina graduated with a degree in Tourism, cum laude, from the University of Sto. Tomas.



**Mary Raymund Camahalan**  
HR Manager  
AboitizPower Generation HRQ

Rae has joined the AboitizPower Generation HRQ team as HR Manager reporting directly to Kristina Rivera, VP for AboitizPower Generation HRQ. She was a Learning and Development Lead/HR Business Partner at Holcim Philippines, Inc. before joining AboitizPower.

Rae graduated with degrees in Psychology (emphasis on Industrial Psychology) and Commerce from Assumption College.



**Gina Lyn Camacho**  
Account Officer  
AboitizPower Trading & Marketing

Gina has joined the AboitizPower Trading & Marketing team as Account Officer reporting

directly to Jay Gatmaitan, AVP-Marketing. She was a Supply Chain Analyst at Emerson Electric Asia RQHQ before joining AboitizPower.

Gina graduated with a degree in Chemical Engineering from the University of the Philippines-Diliman and is a registered Chemical Engineer.



**Farah Canezel-Lumbatan**  
Associate General  
Counsel-Labor &  
Litigation  
AEV LEX

Farah has joined the AEV LEX team as Associate General Counsel-Labor & Litigation reporting directly to Jasmine Oporto, SVP for Legal/Corporate Services. She was a lawyer at Into, Pantohan, Feliciano-Braceros, & Lumbatan Law Office before joining AEV.

Farah graduated with degrees in International Studies from De La Salle University and Law from the University of the Philippines-Diliman, and was admitted to the Philippine and New York State Bars in 2005 and 2008, respectively.



**Marty Joseph Macariola**  
Talent Retention  
Manager  
AEV HRQ

Marty has joined the AEV HRQ team as Talent Retention Manager reporting directly to Nancy Lim, FVP for HRQ. Marty, a former AEV HR Specialist, was an Assistant Manager for Global Organizational Development and Training at Music Group before re-joining AEV.

Marty graduated with a degree in Sociology from the University of the Philippines-Diliman and took various OD certificate courses at the Ateneo Center for Organization Research and Development.



**Junalyn Mendoza**  
Business Services  
Specialist  
AEV Computer Services  
Division

Junalyn has joined the AEV Computer Services Division as Business Services Specialist reporting directly to Ann

Arribas, Business Services Manager. She was a Quality and Training Specialist at Ingram Micro before joining AEV.

Junalyn graduated with a degree in Civil Engineering from the Mapua Institute of Technology-Manila and is a Registered Civil Engineer.



**Gil Cardiel**  
AVP-Geosciences  
AboitizPower Business  
Development

Gil has joined the AboitizPower Business Development team as AVP-Geosciences. He was the Senior Technical Manager-Greenfields Development Project at SNAP-Magat before joining AboitizPower.

Gil graduated with a undergraduate degree in Geology from Mapua Institute of Technology, a post-graduate diploma and masters degree in Engineering Geology, respectively, from Delft University of Technology in Netherlands, and doctorate units in Geological Engineering from Queens University in Ontario, Canada. He is an Engineering Geologist, Geological Engineer, and Geologist.



**Alexis Emnace**  
Project Officer for  
Scholarships and Special  
Projects  
Aboitiz Foundation

Alexis has joined the Aboitiz Foundation as Project Officer for Scholarships and Special Projects reporting directly to Jowelle Ann Cruz, Manager for Luzon Operations. She was a Software Developer at Intellmed, Inc. before joining the Aboitiz Group.

Alexis graduated with a degree in Information Technology, cum laude, from the University of Cebu-Banilad campus.



**Ann Margret Escalona**  
Account Officer  
AboitizPower Trading and  
Marketing

Marge has joined the AboitizPower Trading and Marketing team as an Account Officer reporting directly to Jay Gatmaitan, AVP for Marketing. She was a

# People

Research Assistant for Energy Audit at Searca Residence Hotel before joining AboitizPower.

Marge graduated with a degree in Chemical Engineering from the University of the Philippines Diliman and is a Licensed Chemical Engineer.



**Paul Jantzen Gaston**  
Branding & Communication Officer  
AEV RMD

Paul has joined the AEV RMD team as Branding & Communication

Specialist reporting directly to Judd Salas, AVP for Corporate Branding and Communication. He was a Digital Marketing Supervisor at CATS Motors, Inc. before joining AEV.

Paul graduated with a degree in Multimedia Arts from De La Salle-College of St. Benilde, and finished a Certified Digital Marketer Program at Ateneo de Manila University.



**Danilo de Guzman**  
EVP and COO  
SNAP Group

Danny has joined the SNAP Group as EVP and COO. He was General Manager for Asia Pacific Manufacturing

at James Hardie.

Danny graduated with a master's degree in Business Administration from the University of Florida and is a licensed Mechanical Engineer.



**Ellen Nikoline Felding**  
Assistant Director  
AEV Business Development

Nikoline has joined the AEV Business Development team as Assistant Director

reporting directly to Roman Azanza, FVP for Business Development. She was an Investment Manager at Polaris Private Equity before joining AboitizPower.

Nikoline graduated with an undergraduate degree in Economics and Management and a master's degree in Management from Aarhus University in Denmark.



**Ma. Clarice Marucut**  
AVP for Project Finance  
AEV Treasury Services Group

Clarice has joined the Treasury team as AVP for Project Finance reporting directly to

Gabriel Mañalac, SVP for Treasury Services. She was a Corporate Finance Manager at Alsons Consolidated Resources, Inc. before joining AEV.

Clarice graduated with a degree in Accountancy from De La Salle University.



**Robert McGregor**  
SVP-Chief Strategy Officer  
AEV Corporate Strategy and Business Development Teams

Robert has joined the AEV Corporate Strategy

and Business Development teams as SVP-Chief Strategy Officer reporting directly to Erramon I. Aboitiz, President and Chief Executive Officer. He was involved in investment banking with HSBC in Hong Kong since 2012 before joining the Aboitiz Group.

Robert graduated with undergraduate and post-graduate degrees in Applied Chemistry, and a master's degree in Business Administration from Strathclyde University in the UK.



**Miren Amale Mendezona-Jopson**  
VP-Human Resources and Admin  
AboitizLand

Amale has joined AboitizLand as VP-

Human Resources and Admin. She was Director of Human Resources at Chong Hua Hospital before joining AboitizLand.

Amale graduated with a degree in Psychology from the Ateneo de Manila University, and masters degrees in Applied Psychology and Education from the University of Canterbury in New Zealand and the University of the Visayas, respectively.



**Nica Mia Maria Parate**  
HR Associate - Optimization  
AboitizPower Generation HRQ

Nica has joined the AboitizPower Generation HRQ team as an HR

Associate-Optimization reporting directly to Kristina Rivera, VP for AboitizPower Generation HRQ. She was a Human Resource Assistant for Organizational Development at Malayan Insurance Co., Inc. before joining AboitizPower.

Nica graduated with a degree in Behavioral Science from the University of Sto. Tomas.



**Ryan Relato**  
Business Development Manager  
AboitizPower Business Development

Ryan has joined the AboitizPower Business Development team as

Business Development Manager reporting directly to Ray Cunningham, Executive Director-Business Development. He was a Regional Financial Planning and Analysis Manager for Asia at AES Transpower Private, Ltd.-Philippines ROQH before joining AboitizPower.

Ryan graduated with an undergraduate degree in Economics and a masters degree in Business Administration from the Ateneo de Manila University.



**Sheena Mae Sison**  
Finance Specialist  
AboitizPower Trading & Marketing

Sheena has joined the AboitizPower Trading & Marketing team as

Finance Specialist reporting directly to Rowena Romero, Contracts Manager. She was an Accounts Analyst at Zuellig Pharma Corporation before joining AboitizPower.

Sheena graduated with degrees in Statistics and Accountancy from the University of the Philippines-Diliman and University of the East, respectively, and she is a Certified Public Accountant.



# People



**Rani Aiko Marie Ueno**  
Account Officer  
AboitizPower Trading & Marketing

Aiko has joined the AboitizPower Trading & Marketing team as Account Officer reporting directly to Jay Gatmaitan, AVP for Marketing. She was a Sales Information intern at Philip Morris Fortune Tobacco Corporation before joining AboitizPower.

Aiko graduated with a degree in Industrial Engineering from the University of the Philippines-Diliman.



**Raphael Dalusung**  
Trader  
AboitizPower Trading & Marketing

Raphael has joined the AboitizPower Trading & Marketing team as Trader reporting directly to

Christian Jamandra, Trading Supervisor.

Raphael graduated with a degree in Management from the Ateneo de Manila University. Last People Page person thanks



**Cristine Cabatingan**  
Corporate Services Manager  
AEV

Cristine is now AEV Corporate Services Manager, a new role with HR and administrative functions. She was Talent Retention Manager before this movement.



**Rhazel Formoso**  
Account Officer  
AboitizPower Trading & Marketing

Rhazel is now AboitizPower Trading and Marketing Account Officer directly reporting to Christian Riconalla, Area Manager-Visayas. She was a Corporate Planning Officer at AboitizLand before this movement.



**Ricky Lacson**  
VP for Corporate Strategy  
AEV

Ricky is now AEV VP for Corporate Strategy directly reporting to Robert McGregor, SVP and Chief Strategy Officer. He was VECO VP for Admin and Customer Services Group before this movement.



**Pascualito Timothy Masion**  
IT Facilities Group Head  
AboitizPower Distribution

Pascualito has joined the AboitizPower Distribution team as IT Facilities Group Head. He was AVP-ISC at VECO before joining AboitizPower.



**Lemuel Quilos**  
Business Solutions Group Head  
AboitizPower Distribution

Lemuel has joined the AboitizPower Distribution team as Business Solutions Group Head. He was AVP-Information Systems Group Head at Davao Light since 2006 before joining AboitizPower.



**Christian Riconalla**  
Area Manager, Visayas  
AboitizPower Trading and Marketing

Christian is now Area Manager for Visayas reporting directly to Roland Gaerlan, VP-Marketing. He was Marketing Services Manager before this movement.



**Juan Ignacio Aboitiz**  
Market Planning Manager  
AboitizPower Trading & Marketing

Juan is now AboitizPower Market Planning Manager directly reporting to Roger Buendia, FVP-Trading and Marketing. He was Special Accounts Manager since 2012 before this movement.



**Joanna Marie Lianne Mandap**  
Executive Assistant  
AboitizPower Generation

Joanna is now an Executive Assistant with the AboitizPower Generation EXOLT team directly reporting to Manny Rubio, AboitizPower Generation COO. She was a Logistics Coordinator Admin at AEV since 2007 before this movement.



**Dianna Tubat**  
Admin Assistant  
AboitizPower Trading and Marketing

Dianna is now an Admin Assistant reporting directly to Rowena Romero (Administrative) and Christian Riconalla (Operational). She was a Service Desk Analyst at AEV since 2011 before this movement.

**aboitiz Careers**  
IN YOUR POCKET

Now Available

Follow @AboitizCareers

# 2013 Aboitiz Groupwide Environmental Performance



- ▶ Total Expense for Environmental Programs

**Php158M**

- ▶ 2013 Energy Sales from Renewable Energy Generation

	Energy Sales (in GWh)
Hydroelectric	2,051
Geothermal	2,878
Total Renewable Energy Generated	4,929