

# aboitiz eyes

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Celebrating  
**100**  
Years of  
Passion for Better Ways



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Saluting a great milestone: (L-R) Steve Paradies, Mikel Aboitiz, Erramon Aboitiz, Endika Aboitiz, Jon Aboitiz and Txabi Aboitiz.

## Aboitiz Transport celebrates 100 years

By Judd Salas

The Aboitiz transport group celebrated its centennial year in a corporate event attended by President Gloria Macapagal Arroyo, entertainment superstar and Aboitiz endorser Sharon Cuneta, and Senator Francis Pangilinan.

Over a thousand Aboitiz team members attended the evening affair held at A. Venue Events Hall of Antel Lifestyle City in Makati City and beamed live to team members of the Visayas and Mindanao port offices in Cebu, Cagayan, and Davao.

Organizers filled the reception hall with Aboitiz memorabilia, including an original passport dated October 6, 1917, of then 23-year-old Aboitiz patriarch, Don Vidal Aboitiz.

The program started with a red carpet "Walk

Through Aboitiz History" narrated by noted emcee Anthony Pangilinan.

Aboitiz Transport System (ATS) Chairman Jon Aboitiz and President Endika Aboitiz presented to guests the Aboitiz Centennial Logo – featuring a speedometer rendered in the ATS official colors of blue and red, and moving from 100 to 101 to depict a dynamic forward motion.

"100 years ago, we were one small ship," said Endika Aboitiz. "In between then and today, through a Depression, two World Wars and the birth of a democracy, we served the young. We will serve those young until they get to 100 like we served the young of 100 years ago," he said.

Aboitiz purchased its first vessel in 1907 to bring abaca between the islands of Cebu

and Leyte. This marked the beginning of its transport business.

Jon Aboitiz thanked the Aboitiz team members for their commitment to continuous improvement in the delivery of services and products: "We are what we are because of them," he said.

Aboitiz team members joined popular entertainment personalities Agot Isidro and Gian Magdangal in a production number featuring a medley of five songs beginning with "Unforgettable" and ending with "Do I Make You Proud".

The Power Play Band capped the evening with live dance music from different eras.

More information about the Aboitiz centennial celebration is available at [www.atssc.com.ph](http://www.atssc.com.ph).



*"Over the last 100 years, Aboitiz Transport has built a track record of being an innovator and a pioneer in many new ways in domestic shipping. We are always the first to seek and implement new, fresh and groundbreaking solutions. We implement revolutionary measures to better serve our customers and these innovative activities have set the standards of the local shipping industry. "*

**– ATS Chairman Jon Aboitiz**

*"100 years ago we were one small little ship. In between then and today, through a Depression, two World Wars and the birth of a democracy, we served the young. We will serve those young until they get to 100 like we served the young of 100 years ago.... The ATS of 2008 dreams of working together with our government, our customers and our competitors to help build a modern, affluent, progressive nation that takes its place in the ASEAN, in Asia and in the world."*

**– ATS President & CEO Endika Aboitiz**



Senator Francis Pangilinan and Sharon Cuneta-Pangilinan join the celebration on stage with Steve Paradies, Montxu Aboitiz, Sabin Aboitiz, Jon Aboitiz, Enrdika Aboitiz, Andoni Aboitiz, Mikel Aboitiz and Txabi Aboitiz.



Guest of honor President Gloria Macapagal Arroyo is escorted by Jon Ramon and Endika Aboitiz.



Entertainment personality Agot Isidro serenades the audience with "Unforgettable"



Judd Salas of ATS Corporate Communications (left) and Noris Ridgwell of Terminal Operations perform the opening number with Gian Magdangal.



Judd and Noris sway to the '70s groove.



Team members from various ATS business units join Gian in a production number.



Performers belt out "Do I Make You Proud", the finale song.



Giant video screens surround the packed party venue.



# MILESTONES

**1907** – The first Aboitiz vessel, the Picket, was purchased with a P7,500 bid in an auction by the Coast Guard. The vessel was a two-engine steamer of 210 gross tons. Paulino Aboitiz and Jose Muertegui had entered into a partnership in 1901 to trade abaca fibers and general merchandise. In 1905, they decided to expand operations sending their abaca to Manila. They also decided it was time to transport their goods using their own boat.

Thus, the Picket became the mother vessel of the Aboitiz fleet. That year, the Aboitiz shipping business was born.

**1920** – The family formally incorporated Aboitiz y Compania with the Bureau of Commerce. By then, it had become one of the leading Cebu-based ship owners with 11 vessels.

**1928** – The Aboitiz and Escaño families merged their shipping interests to form La Naviera Filipina, which operated 17 vessels including P. Aboitiz, Picket I and Picket II. The company played an important role in the social and economic development of Southern Philippines.

**1952** – Aboitiz Shipping Corporation was formally established and Aboitiz & Company, together with American firm Everett Steamship Company, reorganized the Philippine Steam Navigation Company.

**1964** – The Philippine Steam Navigation Company which operated throughout the country, grew quickly with 19 ships, making it the second largest fleet on Philippine inter-island routes. Philippine Steam also operated ships between the Philippines and Japan. The Aboitiz Shipping Corporation bought out General Shipping Company, acquiring eight vessels and lucrative routes to Panay, Leyte and Negros. The vessels were divided into two companies and because of their new routes, they were able to establish themselves in Manila. This was the beginning of the corporation's development as strong contenders in inter-island trading.

**1976** – Facing tough competition in a very controlled environment. Aboitiz consolidated its shipping companies such as Cebu Ormoc Ferry Incorporated, Philippine Steam Navigation Company and Southern Islands Shipping Corporation into Aboitiz Shipping Corporation.

In that same year, ASC pioneered containerization in the Philippines.

**1982** – Aboitiz joined forces with the Jebesen Group of Norway to form Aboitiz Jebsens group of companies offering International shipping, chartering and sea-based manpower solutions as well as ship management services.

**1987** – Aboitiz moved into the field of air transportation, with Aboitiz Air Transport Corporation, a joint venture with the Soriano Group. Aboitiz Air, the first all-cargo airline in the country, offered door-to-door delivery to several major points in the Philippines.

**1989** – Aboitiz TS was incorporated in this year. It marked the expansion of Aboitiz shipping into air and land transportation. Aboitiz TS functioned as a mini-holding company for the group's air and land business units which later on became Aboitiz one.

**1990** – The MV SuperFerry 1 was launched. This ship modernized sea transport in the Philippines. This was the first of its kind introducing the new generation of passenger sea transport in the country and improving standards of safety, facility and comfort to its customers.

**1992** – Aboitiz Express was established to serve as the vehicle for forwarding services.

**1995** – Aboitiz introduced the high speed SuperCat which transformed inter-island passenger travel.





# MILESTONES

**1996** – Aboitiz consolidated its shipping resources and expertise with two other Cebu-based companies namely Carlos A. Gothong Lines and William Lines to provide the country with the best shipping services. This marked the birth of WG&A, Inc.

**1998** – SuperFerry 9 gained the distinction of being the first Philippine passenger vessel to be given the International Safety Management (ISM) Certification.

Universal Aboitiz, Inc. became the first fast craft operator in the Philippines to be awarded an ISM accreditation.

**2002** – AEV bought out shares of its partners in WG&A, which was later renamed Aboitiz Transport System Corporation or ATS. Passion, Integrity, Competence and Dynamism were the attributes that served as building blocks of the new corporation's brand. Today, these values define the company and set it apart from all its competitors.

The Eva Macapagal Super Terminal opened and became the new home of the SuperFerry vessels.

**2004** – ATS introduced the new generation SuperFerries.

ATS also launched its new brand ZGO for all its freight businesses.

**2005** – Zoom In Packages provided point-to-point distribution and cost management solutions based on “just-in-time” concept. ZIP offer 136 – a time-definite, time-priced distribution service, which has redefined the movement of loose cargo nationwide.

The refreshed brands of SuperFerry and SuperCat were launched.

**2007** – Aboitiz Air Transport Corporation became the first all-cargo airline in the country. This company has since been transformed and renamed to what is now known as Aboitiz One, Inc., and together with its subsidiaries, has become a technologically driven logistics player.

To complete the supply chain, Aboitiz One Distribution, Inc. (AODI) was born in January. It is engaged primarily in the business of trading goods, warehousing and distribution nationwide. AODI has capabilities of managing the customers' entire value-added chain from point of origin to point of consumption to satisfy customer requirements.

In May, ATS entered into a joint venture with the AP Moller-Maersk Group to form MCC Transport Philippines, Inc. This venture is expected to modernize container tonnage and serve customers in newer, better ways.



# Magat hydro plant privatization project finance wins four international awards

By Ganzo Sederiosa



On October 26, 2007, a loan-signing ceremony was held at the Makati Shangri-la Hotel to finalize the US\$380-million loan secured by SN Aboitiz Power, Inc. from a club of banks led by the International Finance Corp., the private investment arm of the World Bank Group.



During the signing ceremony, SN Aboitiz Power Chairman Erramon Aboitiz thanked everyone for their hard work and cooperation, and said "It was a very innovative deal and may make Deal of the Year".

The US\$380-million financing for the privatization of the Magat hydropower plant has won four prestigious awards.

These are Best Privatization and Best Project Finance in The Asset's Triple A House and Deal Awards for 2007; the Asia Pacific Power Deal of the Year given by Project Finance International; and the Best Vanilla Deal in Southeast Asia awarded by Alpha Southeast Asia Magazine.

The award-giving bodies are international finance magazines that conduct research, provide global news, features, key trends and analysis on the latest project finance deals and developments around the world.

The Magat financing exercise put together by SN Aboitiz Power Inc. and its sponsors, Aboitiz Power Corporation and SN Power Inc. of Norway was an achievement of many firsts.

It was the first power sector privatization to be successfully concluded with significant foreign participation and the first financing in the Philippines in which lenders analyzed

and accepted electricity market risk. It was also the first merchant power project financing completed in the country whose electricity market had less than a two-year track record. It closed in record time – four months from mandate to financial close and it is the first major financing that included a significant amount of long-tenor Philippine peso financing.

The transaction also paved the way for the successful privatization of other government-owned power assets. The 360-megawatt (MW) Magat plant was one of the first significant power assets to be privatized. After Magat, the 600-MW Masinloc and Calaca coal-fired plants were also bidded out.

In the PFI Yearbook 2008, the Magat financing is referred to as a "landmark", representing a milestone for power project finance, not only in the Philippines but also in Asia.

SN Aboitiz Power Inc. (SNAP) secured a US\$380-million loan from a consortium of international and domestic financial institutions to fully pay its US\$530 million winning bid for the Magat facility.

The US dollar lenders are the International Finance Corp. and the Nordic Investment Bank. The peso lenders are Banco de Oro-EPCI, Bank of the Philippine Islands, China Banking Corp., Development Bank of the Philippines, Hongkong and Shanghai Banking Corp.,

Philippine National Bank and Security Bank Corp. The loan signing ceremony was held on October 26, 2007.

The privatization of Magat was completed on November 12, 2007 with the signing of the Deed of Absolute Sale between SNAP and the Power Sector Assets and Liabilities Management Corporation (PSALM). SNAP began operating the plant on April 26, 2007 after it paid PSALM 40 percent of the bid price.

Magat, located in Isabela Province, is the second hydropower asset to be acquired by the Aboitiz group from the National Power Corporation. Through its subsidiary Hedcor, Inc., it acquired the Talomo hydro facility in Davao Province in 2005.



Erramon Aboitiz with Jesse Ang, International Finance Corp. (IFC) Acting Country Manager for the Philippines, who said that IFC is delighted to be supporting the privatization of the Magat plant.



## SEC approves Aboitiz Power shares swap agreement with 3 utilities

The Securities and Exchange Commission (SEC) has approved the share swap agreement that Aboitiz Power Corporation (AP) had entered into with shareholders of three of its power distribution utilities. These utilities are Subic Enerzone Corporation (SEZ), Mactan Enerzone Corporation (MEZ) and Balamban Enerzone Corporation (BEZ), all of which distribute power to special economic zones.

The share swap agreement involves the issuance of a total of 170,940,307 AP common shares at the initial public offering price of P5.80 per share to acquire 100% of MEZ and 60% of BEZ from Aboitizland, Inc., as well as the combined 25% stake in SEZ of Aboitiz Equity Ventures, Inc., San Fernando Electric Light and Power Co., Inc., Pampanga Sugar Development Company, Inc. and Okeelanta Corporation.

AP's total equity in SEZ is now 100% after its recent acquisition of 20% equity of Team Philippines Industrial Power II Corporation, formerly Mirant (Philippines) Industrial Power II Corporation.

MEZ distributes power to the Mactan Export Processing Zone II (MEPZ II) in Mactan



Island, Cebu while BEZ is the electricity provider in the Western Cebu Industrial Park (WCIP) in Balamban, Cebu.

Balamban is home to the shipbuilding facilities of Tsuneishi Heavy Industries (Cebu), Inc. (Tsuneishi) and FBMA Marine, Inc. (FBMA), as well as the modular fabrication facility of Metaphil International, Inc. (Metaphil). Demand for power in the WCIP is

expected to grow substantially this year due to the expansion of Tsuneishi's shipbuilding facilities and the completion of the new plants of Air Liquide and SIG.

SEZ has been managing the power distribution system of the Subic Bay Freeport Zone since 2003 under a 25-year distribution management services agreement with the Subic Bay Metropolitan Authority. In just four years, SEZ has dropped systems loss from 14% to 3.5% allowing it to lower its power rates. The distribution charge has been reduced from P1.00 per kilowatt-hour (kwhr) to P0.59/kwhr, with savings to the customer amounting to P0.25 per kwhr. SEZ has also negotiated for a lower generation rate from power suppliers as well as a lower transmission charge from TransCo.

Power demand in the freeport zone is expected to grow in the coming years with the operation of its new container terminal and the Hanjin shipyard. SEZ is upgrading its distribution infrastructure with projects costing P290 million.

AP will apply for the additional listing of the 170,940,307 common shares with the Philippine Stock Exchange.

## AP and Vivant form joint venture for new coal-fired plant in Cebu

Aboitiz Power Corporation (AP) and Vivant Energy Corporation (Vivant) of the Garcia Group of Cebu have formed a joint venture company Abovant Holdings, Inc. (Abovant), which will hold their investments in a new power plant to be built in Toledo City, Cebu. This is pursuant to the Memorandum of Agreement signed with the Metrobank Group's Global Business Power Corporation (Global Power) in August 2007.

Abovant, which is 60% owned by AP and 40% owned by Vivant, will invest, together with Global Formosa, a joint venture between Global Power and Formosa Heavy Industries, in a new 3 x 82 megawatt (MW) coal-fired power plant in the existing Toledo Power Station.

To formalize the agreement, Abovant and Global Formosa signed on December 19 a shareholders' agreement to form a joint

venture company that will develop, construct and own the coal-fired power plant. Abovant and Global Formosa will own 44% and 56%, respectively, of the joint venture company.

The power plant, which will cost approximately US\$400 million, will break ground in 2008 for completion in 2010. The 264-MW plant will meet the increasing demand for power in Cebu province that is growing at about nine percent per year. Power generated from the plant, which will be located in the island of Cebu, will provide the much-needed security to power supply in the province in the coming years.

Additional power will be needed with the influx of Business Process Outsourcing companies (BPOs) and new hotels in the province, as well as the presence of large

industries in the Toledo-Balamban area. These include Atlas Consolidated Mining and Development Corporation in Toledo, the shipbuilding facility of Tsuneishi Heavy Industries and the modular fabrication facility of Metaphil International in Balamban.

Global Power's Toledo Power Company currently supplies electricity to Visayan Electric Company (VECO) and Cebu 3 Electric Cooperative (CEBECO 3) from its 70-MW coal plant and 40-MW diesel plant.

Formosa Heavy Industries, which has a portfolio of modern, efficient and clean coal-fired power plants in Taiwan, the US, Indonesia and the Philippines with aggregate capacity of 14,000 MW, will act as engineering, procurement and construction (EPC) contractor and technical partner for the power plant.



## PSALM declares SNAP Hydro winning bidder for Ambuklao-Binga power facility



The Ambuklao plant in Bokod, Benguet



The Binga plant in Itogon, Benguet

The Power Sector Assets and Liabilities Management Corporation (PSALM) on December 19, 2007 issued the Notice of Award to SN Aboitiz Power Hydro, Inc. (SNAP Hydro), a consortium between Aboitiz Power Corporation and SN Power AS of Norway, officially declaring SNAP Hydro as the winning bidder for the Ambuklao-Binga Hydroelectric Power Plant Complex. SNAP Hydro submitted the bid on November 28.

The complex consists of the 75-MW Ambuklao Hydro Power Plant located in Bokod, Benguet and the 100-MW Binga Hydro Power Plant located in Itogon, Benguet. The price offered for the hydroelectric complex amounted to US\$325 million.

The Asset Purchase Agreement for the hydroelectric complex requires SNAP Hydro to deliver at least 40% of the purchase price of US\$325 million as upfront payment payable on or before the closing date. The balance of 60% may be paid in 14 equal semi-annual payments with an interest of 12% per annum compounded semi-annually.

Soon after making the down payment, PSALM will turn over the hydroelectric complex to SNAP Hydro.

The Ambuklao plant built in 1956 and the Binga plant in 1960 are the oldest hydropower plants in the Philippines. The Ambuklao plant has not been running since the mid-1990s when it was hit by an earthquake. The Binga plant is running, but is in need of major upgrades.

"We are very pleased to have secured these assets and believe we can bring them back to their full potential", says Einar Stenstadvold, EVP of SN Power's Asia business. Rehabilitation of the plants will be started immediately, and Norwegian as well as Philippine hydropower and engineering expertise will be used. In three years time, the plants are expected to have an increased capacity of 20-30%.

"We plan to do refinancing for the Ambuklao-Binga facility, same as what we have done with the acquisition of the 360-MW Magat plant," said Aboitiz Power Corporation president Erramon Aboitiz.

The Ambuklao-Binga hydro complex will be a significant addition to AP's generating capacity following its successful bids for the Magat hydropower project in Isabela and for a stake in the STEAG State Power, Inc. coal-fired power plant in Misamis Oriental.

## AP buys 34% share in Mindanao power plant

Aboitiz Power Corporation (AP) has bought a 34 percent share from Evonik Industries AG in its Philippines special purpose company STEAG State Power Inc. The transaction was closed on November 15, 2007. Evonik remains the majority shareholder of STEAG State Power Inc. with its indirectly held 55 percent share. Another 11 percent share of the company is held by the local project partner State Investment Trust Inc.

AP President & CEO Erramon Aboitiz said, "The investment is very strategic for Aboitiz Power. Aside from the expansion potential, the Evonik power plant is mitigating a shortage of power supply and improving the reliability of power in Mindanao. We have been providing Mindanao power for over 70 years."

"We are very committed to Mindanao. Our subsidiary, HEDCOR, is building 72 MW of run-of-river hydro in Davao, which should be operational in 2009."

"We are continuing our strategy of reducing our shares in our foreign coal-fired power plants to not less than 51 percent and running the special purpose companies jointly with local partners," said Dr. Alfred Tacke, Executive Board Member of Evonik Industries AG responsible for energy.

STEAG State Power Inc. operates the coal-fired power plant Mindanao that started commercial operations in November 2006. The investment volume amounted to US\$305 million. The plant has an installed capacity of 232 MW and generates about 1 billion kilowatt-hours of power each year. This covers about 15 percent of the electricity needs of the island, which has some 14 million inhabitants. The electricity generated is supplied to the state-run National Power Corporation over a period of 25 years.

The Mindanao plant is the third coal-fired power plant designed, financed, built and operated by Evonik abroad, after the Termopaipa (Colombia) and Iskenderun (Turkey) projects.

## Aboitiz Power total equity in Subic EnerZone now 100%

Aboitiz Power Corporation (AP) entered into an agreement on December 17 to buy the 20% equity stake of Team Philippines Industrial Power II Corporation (formerly: Mirant (Phils.)) in Subic EnerZone Corporation (SEZ) for P92 million. Together with the 35% equity stake in SEZ of its subsidiary Davao Light and Power Company, Inc., the present acquisition brings AP's total ownership in SEZ to 100%.

AP previously acquired a total of 25% of the equity in SEZ from San Fernando Electric Light and Power Co., Inc., Okeelanta Corporation, Pampanga Sugar Development Corporation and Aboitiz Equity Ventures, Inc. through

a shares-for-shares swap. The share swap agreement is still pending before the Securities and Exchange Commission for approval.

SEZ operates the power distribution system of the Subic Bay Freeport Zone under a 25-year distribution management services agreement with the Subic Bay Metropolitan Authority, which SEZ won through competitive bidding in 2003.

There has been a huge increase in power demand in SEZ's Subic franchise area over the last few years with the Freeport Zone's continuing growth, following the opening of the Subic-Clark-Tarlac Expressway, the full operation of Subic's new container terminal,

and the recent opening for commercial operations of the first phase of Hanjin's multi-billion shipyard project.

To help serve this surge in power demand and in anticipation of the influx of more investments into Subic in the next few years, AP together with Taiwan Cogeneration Corp., is developing a 300-MW coal plant near the Hanjin shipyard. The plant is scheduled for completion in 2011. SEZ will also be implementing a P210-million installation and rehabilitation project to upgrade its distribution infrastructure and service in the freeport.

### SEZ invests P210 M for new improvements

By Raymund Tamayo

Subic EnerZone Corporation (SEZ) is set to invest P210 million for the improvement and rehabilitation of the Subic Freeport Zone's power distribution system.

Following the listing of the P19.32-billion 300-megawatt (MW) coal-fired Subic power plant project with the Board of Investments, SEZ is expanding its investment in the area in anticipation of higher demand brought about by the development.

Aboitiz Power Corporation (AP) has a 50 percent stake in the Redondo Peninsula Energy, Inc. (RP Energy), which is doing the Subic power plant project with Taiwan Cogen International.

Subic Bay Metropolitan Authority (SBMA) Administrator Armand C. Arreza said SEZ will develop new substations, install new field and substation lines, additional circuit breakers and power transformers, and improve switchyards, while RP Energy will start the construction of the coal-fired plant.

SEZ said power consumption in its Subic franchise area has been increasing over the past few years, with a total of 17.4 million kilowatt hours consumed last November.

"This is why we have to upgrade the power system in Subic, and put up additional generation facilities on top of Subic's total output of 130 MW, so that we could be more competitive," Arreza said.

Arreza pointed out that Malacañang's recent order to expand the coverage of Subic's tax and duty free regime is expected to increase investment projects in the locality and further tax power supply in the Luzon grid where a 1,950-MW shortage is projected within the next few years.

## Subic EnerZone turns over P54M to SBMA

By Raymund Tamayo



Subic EnerZone Vice President and General Manager Dante Pollescas (left) hands over to SBMA Administrator Armand Arreza the ceremonial check for P54 million, representing service fees for operating power distribution facilities in the Freeport Zone and for the use of properties and services provided by SBMA.

Subic EnerZone Corporation (SEZ) recently turned over its annual P54-million payment to the Subic Bay Metropolitan Authority (SBMA) as part of its commitment stipulated in the Distribution Management Service Agreement (DMSA) for the privatization of the power distribution system in the Freeport.

SEZ Vice President and General Manager Dante Pollescas handed over the ceremonial check to SBMA Administrator and CEO Armand Arreza during a breakfast meeting at the SBMA boardroom on November 19, 2007.

"Based on the agreement sealed between Subic EnerZone and SBMA, EnerZone should pay P40 million for service fee in operating and managing its power distribution facilities in the Freeport zone and P14 million during the

first five years of the company's operation for properties and services provided by SBMA," Arreza said.

He congratulated SEZ saying it has never failed to upgrade the level of efficiency of its power distribution in the Subic Freeport Zone.

"It is our commitment in Subic EnerZone to deliver what is expected from us when EnerZone and SBMA signed the DMSA for the privatization of the power distribution system in the Freeport," Pollescas said.

Pollescas noted that EnerZone has continuously improved its services since it started operations in Subic, while promoting corporate professionalism, which has raised its level of efficiency that helped to attain a 5.5 percent drop in its systems loss ratio.



# Cebu Holdings turns over Asiatown distribution system to VECO

By Rebecca Eufan



VECO's Jimmy Aboitiz and CHI's Francis Monera shake hands after the MOA signing.

Visayan Electric Co., Inc. (VECO) and Cebu Holdings, Inc. (CHI) signed on September 13 a memorandum of agreement (MOA) on the turnover of the underground power distribution system of Asiatown I.T. Park.

Under the agreement, CHI will sell the underground distribution system to VECO at

a cost equivalent to the overhead distribution system subject to the approval of the Energy Regulatory Commission (ERC).

Once ERC approves the cost for the transfer, VECO will assume ownership of the underground distribution system, as well as its operation and maintenance.

VECO SVP & COO Jimmy Y. Aboitiz and CHI President Francis O. Monera signed the MOA, witnessed by VECO engineers Jeffrey Belotindos, Louie Malig-on and Lyndon Jayme, VECO Legal Consultant Atty. Joan Baron and CHI Legal Consultants Jodie Castillo, Atty. Don Rabanes and Elson R. Homez.

VECO Engr. Lyndon Jayme said underground distribution systems are better than overhead systems for two main reasons. One, there are lesser interruptions because the lines are not exposed to elements that can cause trippings; and two, for aesthetics.

## VECO Talisay service center now fully operational

By Rebecca Eufan

With the growing number of customers in the southern area of its franchise, the Visayan Electric Company (VECO) decided to renovate and expand its Talisay Extension Office into a full-service center.

The new VECO Talisay Full Service Center was inaugurated last October 5, modeled after the company's first full-service center in SM City Cebu. The new one-stop shop facility provides services such as bills payment, meter application, reconnection and other meter-related services. Emergency-related complaints will soon be accommodated.

The facility offers highly improved customer service. Congestion in the collection area and customers in long queues have been eliminated with eight tellers attending to customers simultaneously. Ample parking space for customers is also available.

According to VECO Metering Services Department (MSD) Supervisor Ronnie Gonzales,



The one-stop shop facility is modeled after the VECO's first full-service center in SM City Cebu.

his department will soon visit all the barangays in Talisay and Naga Cities, and in the towns of Minglanilla and San Fernando to conduct customer orientation seminars on how to apply for service meter and other services VECO offers. It will also be explained to customers how their electric bills are computed, showing them the components in their monthly bill such as the generation, transmission and distribution charges.

## VECO SOD: Ensuring uninterrupted service 24/7

By Cris Fernandez

Like a thief in the night, power interruptions usually come when you least expect them. Power outages always entail losses. Every unserved kilowatt has a corresponding loss in terms of money and opportunity. A single outage event, for example, can amount to losses equivalent to a few hundreds of pesos or even seven-digit figures depending on the interruption's coverage and duration.

Indeed, power outages, especially those that are unscheduled, take their toll on both the power utility and its customers. These entail equipment loss, damage claims, increase in operating costs, productivity loss and decrease in reliability ratings and customer satisfaction. These losses maybe tangible or intangible but are deemed to be detrimental in the long run.

As VECO's power system operator, the System Operations Department (SOD) has been in the forefront in mitigating power interruptions. SOD ensures that the root causes of all scheduled and unscheduled outages are eliminated or dealt with effectively.

Basically, all that the department does is geared towards ensuring reliable and good quality power 24/7. SOD never sleeps, observes no holidays and vigilantly supervises the entire power system – from the power sources all over the country to each customer facility. In dispatching its independent power producers, SOD ascertains that it has sufficient power at the lowest price possible.

SOD is also in charge of VECO's Supervisory Control and Data Acquisition (SCADA) system. Undoubtedly, one of the most significant technological leaps of the company is its franchise-wide SCADA implementation. The SCADA system enables VECO to minimize power outage durations and other system disturbances through its remote monitoring and control capability. It also facilitates the acquisition of significant electrical parameters used in power system studies. Furthermore, the SCADA system helps VECO comply with its bilateral contracts with power producers and TransCo.

Communication engineers design, operate and maintain VECO's two-way radio communication. The radio system facilitates effective communication among company personnel especially those involved in fieldwork.

With VECO's culture of teamwork, service excellence, professionalism and customer service, and with SOD's human resource, many things considered impossible can be made possible. Given the many works to be done and responsibilities to attend to round-the-clock, the SOD team always ensures that every second counts!

## DLPC Panabo office celebrates 13th anniversary

By Honey Micabani

Davao Light's Panabo Branch office commemorated its 13th founding anniversary last September 10, 2007, and also held the much-anticipated inauguration of its newly renovated office.

Davao Light EVP Bobby Orig, SVP Art Milan, and local government officials graced the event. A ribbon-cutting ceremony was presided by Mr. Orig and Carmen Municipal Mayor Marcelino Perandos. Blessing rites officiated by Fr. Rev. Freddie Barte followed immediately.

The event was also a thanksgiving for another fruitful year of team cooperation and success among the branch's employees and its valued customers.

Anniversaries have always been remarkable

moments for the Panabo Branch, times to look back at its enhancement and progress over the years. Starting only with 13 regular employees in 1994, the office has since expanded and is now run by 18 regulars, 3 probationaries, and 5 casuals, all focused on making electric service readily available, with maximum efficiency and dedication for quality output, for its close to 43,000 primary customers in the Davao del Norte franchise.

All through the years of experiencing challenging endeavors, the Panabo Branch has stood up as a more expanded and better-equipped utility. Its aim is not just to provide electricity but to deliver fast and efficient service with work excellence in all its areas of responsibility.



(L-R) Carmen Mayor Marcelino Perandos, Davao Light AVP & Panabo Branch Manager Arnold Arsolon, SVP Art Milan, and EVP Bobby Orig at the ribbon-cutting ceremony.

## AEV, VECO sponsor 'Power Simplified' seminar



Cholo Bernad talks about the Power Regulation Law and EPIRA

Aboitiz Equity Ventures (AEV) and Visayan Electric Company (VECO) co-sponsored a seminar entitled 'Power Simplified' last December 3, 2007 at the Aboitiz Corporate Center AVR in Banilad. In attendance were 21 editors and power beat reporters from Cebu's print and broadcast media.

Cholo Bernad of AEV spoke on the Power Regulation Law, EPIRA, performance-based rate, the process of ratemaking and the agencies involved in setting power rates.

Roger Lim of East Asia Utilities Corp. explained the different power terminologies in his talk "Understanding the Power Lifeline:



Jimmy Aboitiz answers questions from media.

The difference between generation, transmission and distribution".

Julius Alagabre of VECO tackled Electricity 101, discussing the different terminologies often used in the power sector, among them, capacity, peak demand, megawatt, substations, kilowatt hours, kilovolt amperes and gigawatts.

VECO's Gerald Alfara gave a short orientation on "knowing your electric bill," as he explained all the items printed on the utility's billing statement.

VECO SVP & COO Jimmy Y. Aboitiz and VP for Administration Chona Tiu entertained questions from media after the seminar. (*Ganzo Sederiosa*)

## DLPC implements employees mandatory savings program

By Jessie Lynn Tale

The Davao Light management and the Davao Light Employees Union (DLEU) have reached an agreement to increase the latter's retirement pay by taking part in a Mandatory Savings Program to be handled by Philam Asset Management, Inc. This is a program wherein part of the employee's salary is regularly deposited to a special fund that can only be withdrawn upon their retirement.

On the side of Davao Light management, this is one way of ensuring that employees have additional savings aside from the retirement pay that the company will give them. For Philam Asset Management, the program provides them with cash flow while ensuring that employees have something to additionally receive upon retirement.

Under the agreement, all rank and file employees (or DLEU members) will have P200 automatically deducted from their monthly wages and subsequently forwarded each time to Philam. The investment will increase by P100 per year until retirement either by 30 years of service or 60 years of age.



# Hedcor Tamugan signs MOAs with host communities and IPs for hydro project

By Israel Buenaobra



Hedcor President and Chief Operating Officer Rene Ronquillo seated, at center, signed Memorandum of Agreements with eight barangays for the construction of the Tamugan Hydropower Project in Davao City. With him are leaders of Barangays Tamayong, Wines, Suawan, Carmen, Tawan-tawan, Tambobong, Candalian, and Salaysay.

Hedcor Tamugan, Inc. (HTI) recently signed Memoranda of Agreements (MOAs) with eight barangays in Davao City for the company's proposed construction of three run-of-river hydropower plants in the area.

The community leaders of Barangays Wines, Tawan-tawan, Tambobong, Suawan, Salaysay, Carmen, Cadalian, and Tamayong, including Indigenous Peoples' (IPs) leaders Datu Cesar Betil of Tamayong and Datu Roque Maylan of Cadalian signed their respective MOAs with Hedcor President and Chief Operating Officer Rene Ronquillo. The

signing signified the communities' and IPs' approval and support of the company's 34-MW Tamugan Hydropower Project.

The signed agreements will provide development opportunities, livelihood projects, and basic healthcare services to the communities during construction and operation of the plants starting 2008.

"The coming of Hedcor is providential in so many aspects," said Datu Rudy Anta of the Clata Tribe. "It will give the tribal people a chance to improve socially; deserving IP students will have a chance to pursue higher

education; the project will provide jobs and can generate a number of economic opportunities for everyone," he added.

HTI, sister company of Hedcor, Inc. and Hedcor Sibulan, Inc. (HSI), is investing P5 billion to construct three run-of-river hydropower plants in the Calinan, Baguio, and Marilog Districts. These plants are the 20-MW Tamugan AB, the 6.5-MW Suawan, and the 7.5-MW Panigan plants. The investment also represents a significant portion of Davao City's P10-billion investment targets for the year according to the local Board of Investments office.

"We are pleased to have reached an agreement with the residents and IPs of the barangays," said Mr. Ronquillo. "Aside from generating clean energy, we are glad to be part of the community's sustainable development," he added.

The Tamugan Project will generate 231 million kilowatt-hours of clean energy that will displace about 89,000 tons of carbon dioxide equivalents starting 2010. The generated electricity, together with HSI's P5 billion, 42.5-MW Sibulan Hydropower Project in Sta. Cruz, Davao del Sur, will be supplied to Davao Light and Power Company (DLPC) to help avert an impending power crisis in the region.

## Hedcor invests in high-tech water monitor and rain gauge equipment

By Israel Buenaobra

Clean energy producer Hedcor, Inc. has invested in a set of high-tech water level monitors and rain gauge equipment worth P1.5 million its 42.5-MW Sibulan and 30.5-MW Tamugan run-of-river hydropower projects in Davao.

Five water level monitors, with submersible pressure sensors, were imported from the US and were installed by Hedcor's Benguet engineers in stilling wells at the plants' proposed weir sites. While five rain gauge equipment, imported from Australia, will be installed at various catchments upstream.

Also included in Hedcor's investment is the robust Time Dependent Data (Tideda) software – a time series-database software that will be used to store, organize and manage the hydrological readings from the installed

monitors and rain gauges. This is the first time the Tideda software, developed in 1969 by New Zealand's National Institute of Water & Atmospheric Research Limited (NIWA), will be used in the Philippines.

"With these equipment and the software, we can now properly and accurately record the waterflow levels at the various intake sites of our plants," said Engr. Rafael Macabiog, Hedcor Technical Services Department Manager.

"Also, with the data logging capabilities of Tideda, we can now work with a wealth of significant hydrological data through which we hope to develop a useful generation forecasting model," he added.

The gadgets will measure the amount of rainfall and water levels every 15 minutes. The

data will then be analyzed to see its effect on the plants and to help management decide on how these facilities could be better operated at optimum levels on given periods.

Engr. Macabiog also stated that operating run-of-river hydropower plants are particularly challenging because its systems do not use large impounding dams like conventional hydro plants. As such, run-of-river hydros depend more on the natural river flows to generate energy.

"Once we have tested and developed a credible analytical software to process the data, we will be looking to install these equipment in our plants in Benguet as well. That is the direction we are looking at, invest in cutting-edge technology to further improve our operations," explains Engr. Macabiog.

## UnionBank lets you fly for free via Cebu Pacific and SEAIR!

UnionBank Credit Cards makes its rewards program more power packed with the introduction of Cebu Pacific and SEAIR as its travel reward partners. All UnionBank cardholders now have the option to fly for free when they convert their privilege points into a free plane ticket.

Before, only UnionBank Gold, Titanium and OmniPass cardholders could fly for free via the Philippine Airlines' Mabuhay Miles Frequent Flyer Program by transferring their privilege points or travel points to their Mabuhay Miles Accounts. Now, with the success of this program, UnionBank opens this fly-for-free privilege to all of its cardholders via its partnership with Cebu Pacific and SEAIR.

Classic cardholders can now earn privilege points/travel points for every spending charged to their UnionBank Credit Card. These points can now be converted into a free Cebu Pacific and/or SEAIR plane ticket.

UnionBank Gold, Titanium and OmniPass Cardholders can also transfer their privilege points into free Cebu Pacific and SEAIR plane tickets providing utmost flexibility to their travel rewards. With this, UnionBank Credit Cards becomes the first to partner with the country's three major airlines in its fly-for-free program.

Here's one more reason to get excited and plan for a well-deserved vacation — SEAIR is providing all UnionBank Credit Cardholders a 25% discount on non-peak period and 15% on peak season except during blackout dates (holy week, Christmas, New Year, etc.) for tickets purchased directly from their seven ticketing offices using a UnionBank credit card. Think of your favorite beach spots in the Philippines and SEAIR will bring you there.

The UnionBank Credit Cards' Privilege Points Program allows cardholders to earn Privilege Points for every spending charged to their card. These points may be redeemed for cash rebate, free gas, free dining, free shopping and free travel.

Who needs a separate cash back card, gas card or travel and mileage card, when you can have all these in the versatile UnionBank Rewards Program? Call 84186 for UnionBank Credit Cards inquiries.

## UnionBank invests P300M in information technology

UnionBank of the Philippines has invested P300 million for the implementation of various infotech initiatives to further scale up its level of information technology competitiveness in the Philippine banking industry.

It has engaged the services of Filipino-owned leading technology services company Total Information Management Corp. (TIM) for the supply, implementation, and integration of high-powered servers, high-capacity storage platforms with remote data replication capability, and a full 24/7 high-availability ATM switch server.

TIM will make available to the bank one of the most sophisticated IT infrastructures that provide the highest level of 24/7 availability for mission-critical banking systems in the country today.

It reflects UnionBank's growing strength in meeting the demands brought about by its acquisition of International Exchange Bank and by the continuous service enhancements of

the GSIS eCard for government employees.

The bank believes that TIM's proven capability and experience in integrating mission-critical banking solutions running on varied yet interoperable computing platforms will help boost its IT competitiveness even more.

"TIM was truly challenged having been given the mission of building UnionBank's world-class infrastructure with business resiliency that ensures constant uptime, even in the face of unforeseen events. The right mix of multi-threading processors, disaster-proof disks, and high-availability and fail-safe ATM server provided us the opportunity to take UnionBank to new heights in banking leadership," said TIM president & CEO Jose Mari Antunez.

"For over 10 years now, we have been a technology partner of UnionBank and we share the same level of confidence in the realization of its vision to be one of the Top Three universal banks in the country for the first decade of the 21st century," he added.

## UnionBank signs trust agreement with Caritas Financial Plans, Inc.



UnionBank and Caritas Financial Plans, Inc. (CFPI) recently signed a Trust Agreement making UnionBank Trust one of the trustees of the pre-need company. Present during the signing were: (L-R) Rob Ramos, AVP & Trust Senior Portfolio Manager, UnionBank; Mike Garcia, FVP & Trust Officer, UnionBank; Justo A. Ortiz, Chairman & CEO, UnionBank; Geoffrey M. Martinez, Chairman, Caritas

Financial Plans, Inc.; Atty. Eliseo P. Dizon, President, Caritas Financial Plans, Inc.; and Mariano T. Katipunan, Jr. Treasurer, Caritas Financial Plans, Inc. CFPI is a fully-owned subsidiary of Caritas Health Shield, a health maintenance organization. CFPI was created to address the endowment and long-term fund requirements of Caritas Health Shield clients.



## DBP approves P300-M revolving credit line for City Savings Bank



CSB President & CEO Mikel A. Aboitiz (at center) and DBP SVP & Head of Vismin Office for Financial Institutions Ma. Teresa Macasaet-Jesudason (2nd from right) sign the loan documents. Witnesses to the signing are from left, AEV FVP & Treasurer Gabby T. Mañalac, AEV & CFO Stephen G. Paradies, DBP VP and Head of DBP's Vismin Office for Financial Institutions Myrna L. Kho, and DBP Account Officer Imelda Adolfo (standing).

The Development Bank of the Philippines (DBP), under its wholesale facility, has approved a P300-million revolving credit line for City Savings Bank (CSB). The loan will help support the funding requirement of CSB for new loans to public school teachers under the automatic payroll deduction scheme of the Department of Education (DepEd).

CSB has catered to the financial needs of public school teachers for more than 40 years now. It has 17 branches and extension offices located all over the Visayas and Mindanao with a total workforce of 272 serving more than 60,000 borrowers and 69,000 depositors.

CSB decided to obtain funding assistance from DBP to complement its expansion plans that involve the putting up of new offices

designed to meet the needs of its niche market in areas not served by lending institutions accredited by the DepEd. CSB has pursued the wholesale facility of DBP because it is consistent with its core business of granting salary loans to public school teachers, a competence that CSB began to develop from the time it was founded in 1965.

Through the wholesale credit facility approved for CSB, the DBP aims to similarly provide support to numerous public school teachers who try to augment their income by engaging in various livelihood activities. It also hopes to complement efforts by DepEd to make credit accessible to teachers at more affordable rates. In partnership with CSB, the DBP makes its assistance more available in the countryside.

## CSB opens 17th branch

Maila Quijano

City Savings Bank (CSB) recently opened its 17th office in Tagum City, Davao del Norte. Located at the heart of Tagum City's commercial district at R & J Parc Building, Mabini Street, the branch will first offer its lending services with plans to convert it into a full branch later on.

CSB has enhanced its distinct homestyle brand of customer service where clients are given first priority. Customer service is embedded in the minds of its employees to serve the bank's growing and diverse clientele. Today, while living up to the tradition of being

a bank for the masses, CSB has also improved and expanded its variety of loans and deposit products with very competitive rates to service all sectors of society.

CSB branches and extension offices are located all over the Visayas and Mindanao. Moving forward, the bank will continue its expansion in areas where it can better serve its identified market niches.

In line with the bank's branding initiatives, the Tagum branch has also followed branding guidelines in its premises thus creating the new CSB look.

## CSB launches new billing system

By Maila Quijano & Gaylord Tomakin

The IT group of City Savings Bank (CSB) recently launched and implemented a new billing system. Called the new DepEd Billing, the system aims to minimize employees' time in ensuring billing accuracy. It reduces man-hours thus allowing employees more time to give good customer service.

Conceptualized and developed by CSB's own IT System Development Team, the system is a groundbreaking innovation that showcases the team's creativity, inventiveness, and passion for better ways.

Further improvements in the processes will be implemented soon.

## New IT Room

The bank also recently opened its new IT Room, which features several unique designs such as fire suppression systems, a precision cooling system and concrete walls.

The biometric security door lock systems at IDC and magnetic door lock systems for the main door have also been installed in the room to prevent data and computer losses. Fireproof data safe vaults are also being used in the IT Room. To further ensure the safety of employees, separate grounding rods are being used.

A server room with a capacity of a 12-server rack serves the IT needs of all CSB branches. All these improvements are geared towards an efficient and on-time delivery of the bank's IT service.

The room's interiors also follow branding guidelines. Office furniture and fixtures sport the bank's colors.

## SuperFerry re-opens three ports, alternative Boracay gateway



The SuperFerry Biyaheng Bayan Caravan Concert featured local talents, Tuesday Vargas, Sugarfree and 6 Cycle Mind bands.

SuperFerry has re-opened three ports in time to service the expected rise in summer travel activity, including an alternative gateway to Boracay.

The Manila-Odiongan route opened December 17 with a rate as low as P800; the Surigao port opened December 19 with a rate as low as P1150, and the Roxas port opened

December 23 with a rate as low as P750.

The Roxas port is the Seafood Capital of the Philippines and is an alternative gateway to Boracay. SuperFerry travelers who pass through the port can feast on the sumptuous seafood served fresh by sinugba establishments along the coast near the pier before they embark on a two-hour scenic land trip to Caticlan, where

they can take a ferry to Boracay.

"Book your trips early to enjoy bigger savings," said Andrew Deyto, SuperFerry AVP for Sales & Marketing.

SuperFerry is the first inter-island vessel to price its tickets based on availability of accommodations. The software-driven pricing system is similar to that of hotels and airlines – automatically adjusting prices based on customer demand.

SuperFerry launched in July 2007 its low fare campaign called "Biyaheng Bayan", which focuses on the higher benefits of SuperFerry's new low price scheme.

"After all charges are paid, SuperFerry Tripid Fares remain substantially lower than other alternatives. With SuperFerry's low prices, everybody can travel – even the whole 'bayan'. More frequent travel to different destinations is now possible," said Deyto. The new and lower SuperFerry Tripid Fares are sold all year-round.

Aside from developing new broadcast materials to communicate these messages, a "Biyaheng Bayan" Caravan recently toured key areas in the country to talk about the new campaign, holding pocket events in barangays and free concerts in key cities featuring local talents and Sugarfree and 6-Cycle Mind bands.

For more information, call (02) 528-7000, text (0917) 889-2421, visit [www.superferry.com.ph](http://www.superferry.com.ph), or email [info@superferry.com.ph](mailto:info@superferry.com.ph).

## Cebu Ferries fleet expanded

Aboitiz Transport System (ATS) is expanding its fleet under its Cebu Ferries brand.

ATS has purchased a vessel from Nankai Ferry Co. Ltd in Japan for a total price of approximately \$2.4 million.

The 2,137 gross tonnage vessel will add an 800-passenger capacity and 50 TEU cargo capacity to the company's current existing fleet.

Cebu Ferries vessels ply the Visayas and Mindanao ports with Cebu as homeport.

The vessel purchase is part of a greater strategy to build "a new ATS – essentially characterized as being debt free, and achieved by liquidating debt, removing interest costs, rationalizing cost structures, and increasing the earning capacity of all its assets."

## ARMM gov't provides free shelter for sea travelers

ARMM Governor Zaldy Uy Ampatuan, through the ARMM Regional Ports Management Authority (RPMA), is temporarily providing free use of its warehouse in Cotabato City as shelter for SuperFerry passengers, security equipment and other paraphernalia during operations, pending the final transfer to a more convenient pre-departure area.

The warehouse is conveniently located across SuperFerry vessels when docked and serves as a pre-departure area for its customers.

"The sea traveling public of ARMM and its neighboring areas will benefit from the increased convenience, safety and security of this new SuperFerry pre-departure area," said Aldo Barrios, SuperFerry Mindanao Area Manager.

"We also support the ARMM Government's vision of making Polloc Port one of the leading ports in Mindanao," said Barrios.

The main terminal in Polloc Pier, Cotabato City, is about 600 meters away from all vessels when docked, so sea travelers use an open field as a pre-departure area.

For more information, call (064) 421-4175 in Cotabato, (02) 528-7000 in Manila, text (0917) 889-2421, visit [www.superferry.com.ph](http://www.superferry.com.ph), or email [info@superferry.com.ph](mailto:info@superferry.com.ph).

## 2GO pilots Cold Chain service in DA's World Food Day Project



2GO has given its full support to the Department of Agriculture's World Food Day by allowing the department the service of its cold chain facility. In photo are 2GO VP for Cold Chain Michelle Aboitiz (2nd from left), DA Secretary Arthur Yap (2nd from right), DA Usec. Jess Paras and NORMIN Veggies VP for Marketing Joan Uy

2GO recently piloted its cold chain service through the Department of Agriculture's (DA) celebration of World Food Day. The Cold Chain service brings 2GO a step further in realizing its vision of building a fully integrated supply chain service.

Launched in January 2007, 2GO's supply chain service completes its line of services, which starts from the release of goods from the manufacturer/producer to the delivery of products to customers and their various selling channels as well. The Cold Chain LCL (less than a container load) marks the entry of 2GO's supply chain into the movement of perishable commodities.

Cold chain, a temperature-controlled supply chain, is an uninterrupted series of storage and distribution activities under a given temperature range. Cold chains are common in the food and pharmaceutical industries and also in some chemical shipments. 2GO is offering this service as a new option for customers to send smaller volumes of cargo that require cold storage. Customers will no longer need to worry about filling up a truck or container first because by sending smaller volumes of their cold chain cargo, they can ship more frequently.

2GO has closed the deal with CRYO companies, Reefer Van Specialist Inc. (RVSI) and Reefer Trucks Specialist Inc. (RTSI), making them part of the Aboitiz Transport Group

since last June 2007. CRYO has been in the refrigerated transport business since 1982, and is a trusted partner of the Aboitiz Group. Aboitiz moved to wholly own CRYO, making it the enabler for 2GO's Cold Chain service.

2GO's Cold Chain service will maintain the excellent service that CRYO is recognized for as it takes business to the next level. "CRYO has over a hundred reefer containers and 50 reefer trucks which will be used for 2GO's Cold Chain LCL. This enables 2GO to offer farmers, fishermen, food manufacturers and processors, and SMEs a more cost-efficient way of shipping their temperature-controlled cargo," says 2GO Cold Chain VP-COO Michelle Aboitiz.

Currently 2GO is offering this service to the Department of Agriculture in support of its World Food Day project. As part of the celebration, the DA in cooperation with barangay officials set up 24 Barangay Food Terminals where produce from the south were sold at very low prices. DA Secretary Arthur Yap came up with this project in response to the hunger crisis plaguing the National Capital Region (NCR) today.

"Based on DSWD surveys there are 20 hungry provinces, unfortunately NCR is number 1," explains DA Assistant Secretary Salvador Salacup. "We have set up 24 Barangay Food Terminals, 21 of which are in NCR. The consolidated demand requirements are sent to suppliers from Davao and Bukidnon and are

loaded onto the 2GO cold-reefer trucks and distributed to all areas via their Roro service," he adds.

Through this partnership between 2GO and the DA, farmers are able to send their goods without the need for middlemen and this greatly lowers their costs. They are given a competitive edge in the Luzon market thus empowering them to sell not only at the farm level but at the wholesale level as well.

"Aside from serving corporate customers, we dream of putting the farmers and fishermen in touch with retailers in the markets. We want to align with the government initiatives toward making fresh produce and seafoods more affordable for consumers and more profitable for farmers and fishermen," adds Michelle Aboitiz.

Meanwhile, Agriculture Secretary Arthur Yap stresses the importance of 2GO's role in the program. He says, "2GO is very critical because we definitely need a logistics handler to move. If you don't partner with the handler, they can give unreasonable rates. 2GO has given us a very competitive offer for the Mindanao growers and we are able to negotiate directly with them."

2GO has always been a supporter of government initiatives such as PGMA's Strong Republic Nautical Highway through its RORO service. 2GO is once again sharing its expertise to the DA's Barangay Food Terminal (BFT) and Bagsakan sa Palengke initiative.



## 2GO partners with DBP for roro truckers loan program



(L-R) DBP Senior Manager for SME Diana T. Santiago, 2GO Finance Manager Jay Garcia, DBP SVP for SME Corazon Conde, 2GO VP for Sales and Marketing Charity Marohamsar, 2GO Operations Manager Benedict Bautista and 2GO VP & CFO Lilian Cariasio.

2GO has partnered with the Development Bank of the Philippines (DBP) for the DBP Loan Program, a joint project wherein RORO truckers or truck operators are given the opportunity to purchase their own service units.

The DBP Loan Program provides the RORO truckers a loan that can cover 90% of the

truck purchase cost and be charged a very low interest rate of only 8.5% per annum. This loan will be paid within a 5-year period after which ownership will be given to the truckers. The program was designed to not only make it easier for truck operators to earn as a supplier of trucking requirements but also to eventually own the units themselves.

2GO launched the program to their RORO truckers in March 2007. By June, 160 new trucks had entered the RORO fleet courtesy of loans released by DBP, which amounted to over P170 million. The first batch to avail of the loan program includes Mardy Marketing Trucking Services (MMTS), Caelp Trucking Services (CTS) and PWR.

2GO and DBP are now currently arranging for the second batch of truckers to avail of the loan. 2GO hopes that through this program, another 200 trucks will be added to the RORO fleet.

2GO sees this partnership with the DBP as an opportunity to strengthen their ties with their truckers. It also provides 2GO the avenue

to continue expanding its RORO fleet in order to better serve customers.

RORO is an alternative mode of transport provided by 2GO that has simplified the usual containerized process. It is an innovative service that allows the loading and unloading of self-driven vehicles onto the vessel. 2GO pioneered RORO as a superior and yet simple, self-driven service that gave back the control to the customers in the movement of their goods.

Customers are given priority loading thereby enabling them to have faster delivery lead-time while cutting down on transport costs. Due to the excellent market reception, 2GO increased the number of RORO trucks from the initial 50 in 2004 to over 400 trucks in 2007.

The partnership of 2GO and DBP in this project shows their full support to PGMA's Strong Republic Nautical Highway (SNRH) – RORO Ports system which is an intricate network of improved roads and ports in various regions that will bridge the country's three main islands: Luzon, Visayas and Mindanao.

## DA partners with 2GO for Mindanao Fruit Festival in Metro Manila

To show its full support of the administration's efforts to empower local farmers, 2GO, the logistics solutions provider of the Aboitiz Transport System (ATS) has lent a hand to the Mindanao Fruit Festival of the Department of Agriculture (DA). The fruit festival organized by the Mindanao Fruit Council aims to assist farmers in the south in selling their products in Metro Manila at very competitive prices.

Agriculture Assistant Secretary Salvador Salacup explains that this initiative hopes to elevate farmers into becoming agri entrepreneurs. "This is our direct market linkage program where we envision farmers, fisherfolk and producers to elevate themselves to become wholesalers and retailers. The DA has opened up several stalls for the Mindanao farmers in QC Circle, Marikina Public Market, Mutya ng Pasig, Commonwealth Market, Nepa Q Mart, Valenzuela Market, Muntinlupa Public Market, Munoz Public Market, Carmona, and Kadiwa Public Market in Valenzuela," he says.

2GO took this opportunity to provide the program with efficient and cost-effective logistics by shipping fruit products from Davao to



Agriculture Secretary Arthur Yap (2nd from right) proudly unloads durian to be sold in the Mindanao Fruit Festival in QC Circle. He is assisted by 2GO Sales Manager Jerome Santos (extreme right), MINFRUIT Council Executive Director Benjamin Roy (center), Larry Miculob of D'Farmers Market and other stakeholders in the fruit festival.

Cebu to Manila via RORO. RORO allows farmers to send their goods fresher, faster and farther by simplifying the usual containerized process. Through the loading and unloading of self-driven vehicles onto the vessel, the process is cut down to three simple steps thus eliminating the risk of spoilage. 2GO also provides door-to-door delivery for the Minfruit Council.

"2GO, being the provider of logistical support to stakeholders, is one of the strong partnerships in this program. In using the RORO program of both the government and 2GO, we are able to transport assorted fruits such as durian, mangosteen, rambutan, marang and lanzones in an efficient and affordable manner," adds Assistant Secretary Salacup.

## Abojeb office in Cebu inaugurated



The reception area of the new office

The new office of Aboitiz Jebsen in Cebu was formally inaugurated last December 10, 2007 in a simple ceremony officiated by Fr. Victor Labao, Chaplain of the Stella Maris Seafarer's Center in Cebu. The new office is located at the Ground Floor, Insular Life Building, Gorordo Avenue cor. Maxilom Avenue, Cebu City.

The affair was attended by the officers and staff of Aboitiz Jebsen led by its Managing Director, Ole B. Stene with guests from the Aboitiz Group led by Steve Paradies.

Aboitiz Jebsen is a joint venture between Aboitiz and the Jebsens family from Bergen, Norway established 25 years ago specializes in



Ole Stene and Steve Paradies cut the ceremonial ribbon during the office blessing.

ship management, shipping, crew management, training and overseas recruitment. Its head office is in Port Area, Manila and currently maintains a total of 160 employees.

## 2GO Express launches new hotline number

2GO Express, the courier division of the logistics arm of the Aboitiz Transport System Corp., kicks off the New Year by launching a new customer service hotline number (02) 528-7136.

The 2GO Express customer service hotline can provide support for booking and inquiries on QuikPac, QuikBox and Quikcash for documents cargo and money-remittance services.

The hotline also services booking and inquiries on 2GO's International Mail and Parcel Delivery and deliveries for Day 1, Day 3 and Day 6 nationwide door-to-door service.

2GO can handle any delivery form letters, parcels, and important documents to money. 2GO also offers clients specialized transport service such as "lipat-bahay" through its QuikMove service.

What's more, 2GO has also partnered with agencies such as Department of Foreign Affairs, National Statistics Office and Professional Regulatory Commission for the delivery of Visa's and licenses.

All these services are accessible through the new hotline. For bookings and inquiries, call (02) 5287-136 or log on to [www.2GO.com.ph](http://www.2GO.com.ph)

## SuperCat buys new vessel for \$1.75 M

SuperCat Fast Ferry Corporation (SFFC), owner and operator of SuperCat vessels, recently purchased a new vessel for \$1.75 million, from Uni Express of Korea.

Named SuperCat 25, the new vessel replaces SuperCat 21 that was returned to the lessor, and serves the Cebu-Ormoc run. It has a capacity of 226 passengers, is very fuel-efficient and has a simple propulsion system.

The vessel was built in Balamban, Cebu in 2001 by FBMA Marine, Inc. The vessel

purchase is part of a greater strategy to build "a new ATS - essentially characterized as being debt free, and achieved by liquidating debt, removing interest costs, rationalizing cost structures, and increasing the earning capacity of all its assets."

SuperCat operates four vessels in three ports of call: Supercats 20 and 23 operate in Batangas, Supercat 25 in Ormoc and Supercat 22 in Tagbilaran.

SFFC is a fully owned subsidiary of Aboitiz Transport System.



## Fil-Am Foods joins Philippine Poultry Show 2007

By Christina Bernal



This winning FFI booth says it all. "Performance peak is never impossible with Poultry Solutions."

Which came first? The chicken or the egg? Young minds, especially children, often ask these questions. Amid this argument, a simple thing about these two remains evident. Chicken and eggs are still the cheapest protein sources.

The Philippine Poultry Show 2007 aimed to promote this fact and at the same time ensure the long-term viability of the country's poultry industry. The annual Philippine Poultry Show was initiated by the United Broiler Raisers' Association (UBRA), the Philippine Eggboard and the National Federation of Gamefowl Breeders (NFGB) supported by the Philippine poultry industry: feed mills, drug manufacturers, poultry owners,

among others.

Fil-Am Foods, Inc. (FFI) actively participated by sponsoring the three-day event held from September 14 to 16, 2007 at the SM Megatrade Hall 2& 3, SM Megamall, Mandaluyong City.

The FFI booth was designed with a combination of creativity and formality to deliver a clear message to everyone and to inform them how FFI differs from the others. The backdrop message, "Is the (performance) peak really unattainable? Think again!"



Visitors patiently wait for their turn to play and hit the dart target and win Poultry Solutions freebies.

assured raisers of a total solution being offered by Poultry Solutions. It had been embedded in the minds of farm owners that the performance peak would never be attained. But Poultry Solutions proved this wrong for according to

its feed performance, it can be attained and can even exceed the standard.

The FFI marketing team headed by Polo Ablazo and Chris Bernal manned the booth with the full support of the technical team, Dr. Ogie Orlino, Dr. Serge Tan and Rolan Vidor who entertained questions about FFI products and services. They also gave technical explanations and advice to farm owners regarding farm incidents.

FFI Regional Sales Business Manager Dr. Odie Munsayac, Large Farm Poultry Accounts Manager Ryan Dimla and Large Farm Poultry Accounts Manager Val Manlongat were also present during the event.

The unique features of the FFI booth attracted attendees, especially children, to have photos taken inside the booth. Tables were made of wooden crates and glass, with the design of the registration table inspired by the comb of a chicken. Life-sized chicks and chicken on hay were also on display, as well as dozens of eggs inside customized wooden trays. Indeed, it was unique among all the other booths.

Among the 97 exhibitors, FFI was awarded as one of the best in booth dress-up and was also recognized for sponsoring the event.

## Pilmico Baking Center bares 2008 training sked

As part of Pilmico's commitment to provide excellent service to customers, the Pilmico Baking Center located in Iligan invites all Pilmico bakers and bakery owners to join one of three training schedules for 2008. The schedules are May 12 - 24, July 14 - 26 and September 15 - 27.

The training program tackles both practical and technical lessons from bakery management to bakery mathematics. It is facilitated by experienced Pilmico technicians who have undergone advance bakery training at the American Institute of Baking in Kansas, U.S.A and the UFM Baking School in Bangkok, Thailand.

For more details about the training, interested applicants may email Pilmico at [customer\\_first@pilmico.com](mailto:customer_first@pilmico.com) or log on to its website at [www.pilmico.com](http://www.pilmico.com). They may also inquire about the training from any Pilmico dealer or distributors.

## Pilmico turns over its subdivision to homeowners

By Rolly Ann A. Claro

Pilmico Foods Corporation represented by Admin Officer Ma. Fe Capistrano recently turned over its four-hectare subdivision to Pilmico Homeowners' Association (PHA) represented by its president Wilfredo Degamo.

Offered to employees in 1994 as a gesture of Pilmico's commitment to employee welfare, the subdivision now has over 30 housing units owned by current and former Pilmicans.

The turnover ceremony was held at the Multi-Purpose Hall of Pilmico Subdivision located at Sta. Filomena, Iligan City. The event was capped by a very inspiring message from Pilmico VP for Operations Engr. Reano Gumalo. Officers of the Pilmico Homeowners' Association and its members also graced the event.

As a duly registered association, the PHA now has a legal identity to stand on its own to protect the rights of its members and enforce whatever rules and regulations they may have.



# Pilmico Foods celebrates 45th anniversary



Pilmico COO Mike Tan, CFO Antonio Aboitiz, Traffic Officer Ves Eleguin and Regional Sales Manager for Mindanao Philip Ryan Sanchez open the photo exhibit showing the company's roadmap to being world-class.

Pilmico Foods turned 45 last September 7 and both its Cebu and Iligan offices were abuzz with anniversary celebrations.

The Iligan plant kicked off a weeklong celebration on September 3 with the announcement of the Quality Consciousness Week. The succeeding days were filled with activities focused on the different Quality Management Programs namely: ISO/HACCP, 5S/GMP, International Ship and Port Security,

Safety, Energy Conservation and Quality Improvement Programs. The grand finale was a dinner for all Pilmicans at the guesthouse.

One of the highlights during dinner was the awarding of winners for various events: Jose George Dormitorio, Julius Nacasabog & Edgar Rapliza for the Quality Management System Quiz Bowl Competition; Michelle Angelie Galarpe for the Best Energy Conservation Slogan; Emmanuel Metillo for the Best Safety Slogan; and The Northern Spring composed of Dominic Bulawin, Romeo Busaco, Jose Jiason Legaspi, George Lopez and Liwilin Mahinay for the Best Aksyon Agad.

At the Pilmico head office in Cebu, Fr. Carmelo Diola celebrated a mass for Pilmico team members on the morning of September 7. At noon, Pilmico Chief Operations Officer Michael Tan formally opened a photo exhibit showing Pilmico's road map to being world-class. The exhibit was complemented with a video clip of Pilmico President Tony Moraza

giving a speech on Pilmico's journey towards being world class at the 2006 Aboitiz Future Leaders Business Summit. A sumptuous lunch followed where all Pilmicans shared memories of their Pilmico experiences. In the afternoon, there was the awarding of bowling winners for the August annual bowling tournament.

During the awarding ceremonies, Chief Finance Officer Antonio Aboitiz officially declared that the Pilmican of the Year Award was already open for nominations. The day ended with fun and laughter as Pilmicans helped themselves to a filling merienda.



Smiling team members strike a pose during the anniversary celebration.

## How We are Driven to Serve

*(This is the message of Pilmico CFO Jose Antonio Aboitiz to the Food Group team members during Pilmico's 45th anniversary. This was published in the Food Group's 3rd quarter 2007 newsletter.)*

A good 3rd quarter greeting to you in the twin enterprises of the Food Group, who work alongside many others as part of the long-running, very successful Filipino institution that has come to be known as the Aboitiz Group of Companies. I am lucky to be able to share my thoughts and best wishes to Pilmico Foods Corporation on the quarterly newsletter of its 45th year of productive operation.

We reached these levels of high achievement because of many things, but the motivation, desire, passion for, need, willingness, focus, and plain old just wanting-to-do-the-right-thing compelling us to be of service to our customers and nation is in my honest opinion the most noble value that describes what we are and why we have come to be great.

We have been reminded of something that we each played a part in creating and are a part of: The Aboitiz Brand – Passion for Better Ways. This is our collective corporate soul – it is what makes us who we are as professional workers. 'Passion for Better Ways' wasn't invented by some clever marketing person – it was merely cleverly sensed out from what already existed. We are Driven to Excel, we are

Driven to Lead, And we are driven to Serve.

You, The Food Group, over its 45-year history, quietly gave to the Aboitiz Brand a vital piece of that corporate soul. I say this because we make and distribute food. And you provide food with a passion for better ways that has made you just about the most efficient, competitive, lowest cost producer of a most basic human requirement.

The Aboitiz story tells us of how we started from true entrepreneurial desire – trading and entering into a long list of different things from abaca to adhesive tape. The founding Aboitiz and Moraza owner-managers were not old landed rich people. They were true traders and innovators who enjoyed the art of doing business and making a profit, and always a profit with honor, never at the cost of being exploitative.

Fast forward to this day and the Group strategically stripped itself down to what it does best, and this happens to be providing some critical commodities to the Filipino people. Electricity. Transportation. Financing. Food. Shelter. Construction. These are fundamental pillars of modern civilization. Some of these are franchised natural monopolies that by definition serve the public good and so carry with it the public trust. We never forget – or forsake – that trust. The day we do, we lose our corporate soul. And with that soul the honorable profitability motivation that makes life better for the society it serves.

Though our food product is set in a competitive context, we know in our hearts that by doing our work with our passion for better ways we are Driven to Serve

because our cost competitiveness forces the others to also try to reduce the cost of nutrition that is vital to our people. We are trying very hard to provide the best service possible to our customers through the programs you know about – and though we do this motivated to seek production excellence and industry leadership, it is the motivation to serve – to be of best and most pleasant use for the betterment of our young and struggling society that stands out as perhaps the most compelling due to its sweeping purity of purpose. Our better, passionate way of providing service will force the others to try to increase their service levels, again a benefit to all customers of the market.

I only need mention in passing that the Drive to Serve extends to how we treat each other at the workplace.

Lastly, we are Driven to Serve as we directly become involved to use our talents and resources to help the weaker among us and repair the shameful environmental damage done to our exquisitely rich and special archipelago. The Aboitiz Group was a driving force behind the development of Philippine corporate philanthropy, of corporate social responsibility, of giving back, of sharing the wealth generated by successful enterprise. It isn't just giving money away, which is relatively easy to do if you have plenty – it is much, much more than that. This particular kind of drive to serve will be elaborated on in another piece.

*Salamat sa inyong lahat, mga bida ng Pilmico at Fil-Am, magaling kayo, dahil naka puesto ng tama ang inyong mga puso.*

## Metaphil Project Update

### Pier project for mining company

Metaphil has bagged a P118-million pier project from the Hinatuan Mining Corporation. The project covers the supply of labor, materials and consumables and the use of tools and equipment in the design and construction of a port outloading facility in Hinatuan Island, Taganaan, Surigao del Norte.

Managed by Metaphil's project manager Celso Montargo, the project will be completed in May 2008. The project is part of the company's expansion plans and is geared towards increased capacity in the outloading of nickel. Nickel, a raw material for steel, has high demand in the market today, especially in China.

"We trust that Metaphil can deliver the port outloading facility on time and within budget. We cannot afford to miss the opportunity for growth," says Hinatuan Mining owner Salvador Zamora.

"As in many other projects, Metaphil will once again manage the project with the client's

interest in mind," assures Metaphil Chairman and CEO Roberto Aboitiz.

"Metaphil consistently delivers on its promise of quality and reliability," added President and COO Nap Pe. (*Zeny Novabos*)

### Project for Pilmico

Metaphil is currently doing a P58.2-million project for Pilmico Foods Corp. The project involves the fabrication and erection of a feedmill steel structure in Iligan City.

The five-month project began in September 2007 and will be completed in February 2008. Scope includes the complete supervision and furnishing of labor, materials, and use of tools and equipment.

The project is part of Pilmico's expansion plans. Its milling plant in Iligan has undergone three expansions in the past 17 years. Now, it has the most modern flourmill in the country. The plant boasts of a total milling capacity of 1,300 metric tons per day. (*Chai Gelig*)



Metaphil's quest for continuous improvement led to the overhaul of its website. Inspired by the company's multimedia corporate presentation, the website showcases Metaphil's pride: its people and its track record of projects. Visit our website [www.aboitzconstruction.com](http://www.aboitzconstruction.com) or [www.metaphil.com](http://www.metaphil.com).

## Metaphil is one of Mandaue's top 10 taxpayers

By Zeny N. Novabos

The Mandaue City government has cited Metaphil as one of the city's top ten corporate taxpayers. The award was given during the celebration of the city's 38th charter anniversary.

In the same ceremony, Metaphil was recognized for its unwavering support to the public schools.

In 2006, Metaphil built two classrooms for Subangdaku National High School and has assisted several other public schools over the years. Metaphil also works with Barangay Tipolo in Mandaue on community projects.

Metaphil Chairman and CEO Roberto Aboitiz affirms "the Aboitiz corporate social responsibility and commitment to be the Neighbor of Choice".

Metaphil, an ISO 9001:2000 company, is based in Mandaue City. Trusted for nearly 30 years of quality and reliable construction performance, it is currently building the expansion of Tsuneishi shipbuilding facilities in Balamban, two port facilities in Davao, a feed mill for Pilmico in Iligan, and fabrication works for Metso in Vietnam and Outotec in Ghana, Africa.

## Metaphil advertises in international magazine

By Zeny N. Novabos



A snapshot of the magazine and the feature. For more information, check out a digital version of the magazine at [www.bus-ex.com](http://www.bus-ex.com).

Metaphil, finally breaking its "Basubas, Cebu" mentality, advertised in the November issue of Achieving Business Excellence. The magazine reaches a wide audience in North America with over 40,000 readers at senior decision-making levels.

Metaphil is featured alongside Technip USA, Inc., a world-class player in engineering, technologies and construction services for oil and gas, petrochemical and other industries. Metaphil has recently done fabrication works for Technip's projects in Kuwait and Qatar and continues to bid for projects.

Volker Kratzat, Technip's Director of Procurement, in his invitation to advertise,

stated, "We are pleased to announce an upcoming editorial feature intended to promote our business by reviewing our operations, investments and short- to medium-term development plans for continued growth. As a significant contributor to our success, you are invited to participate in the feature!"

"We are up there with the best and the rest," beamed Metaphil Chairman and CEO Roberto E. Aboitiz. "We are definitely out of Basubas Street!" Basubas Street, where Metaphil is located, represents local thinking.

Indeed, it's go, go, go as Metaphil goes international!

# AboitizLand to launch first condo venture

AboitizLand Inc. is set to formally launch its first condominium venture, The Persimmon, which will be an urban village with high-rise towers and a commercial center located in the Mabolo area in Cebu City.

AboitizLand VP for Marketing, Sales and Customer Service Pia Mantecon said that The Persimmon project will be a mix of residential units and commercial spaces.

Known for developing mid-range to high-end subdivision projects like North Town Homes, Pristina North, and the latest Zen Residences of Kishanta, AboitizLand deemed it is time for the company to venture into the promising condominium projects.

AboitizLand Chairman Roberto Aboitiz said that the company is bullish about Cebu's real estate sector, in fact has allocated about P1 billion for more residential and commercial projects in the next few years.

He said The Persimmon will kick off the company's plan to enter into the vibrant condominium market in the metropolis, as AboitizLand has enough land bank within Metro Cebu to be developed for condominium type of projects.

He added that Cebu now provides a very fertile environment for the condominium market adding that medium-rise condominium

buildings as well as high-end and medium-range markets are now the "hot selling" products for real estate.

Aboitiz believes that aside from the growing number of foreigners who want to own condominium units in Cebu, there is also a looming demand coming from the Filipino-American community for this kind of residential product.

"This [condominium] is quite popular now for some Cebuano residents, overseas Filipino workers, and the Fil-Am community," said Aboitiz.

Condominiums are very flexible properties. A foreigner can own a condominium unit here, and just lock it up, or have it rented if the owner goes out of the country, he said.

Cebu's condominium market has suffered for years immediately after the 1997 regional economic crash. Condominium projects that were constructed during the pre-1997 crisis were heavily affected, while some developers stopped the construction and others eventually dumped condo developments.

However, in the last couple of years, the market for condominiums in Cebu had started to pick up, fueled by the robust growth of BPO investments, and other industries wherein executives and workers clamor for this kind of residential product.

## Utilities installed at Pristina North

Electrical power and water connections have been installed in Pristina North. The laying of the primary power cables connecting the subdivision to the distribution lines of Visayan Electric Company (VECO) was completed in early November. "This means that vecinos of Pristina North, some of whom have begun constructing their houses, can now energize their homes," explains AboitizLand AVP for Construction Mandy Baria. (Vecino means neighbor in Spanish; AboitizLand adapted the term to refer to its customers.)

A complete water pipe network has already been laid throughout most of the 32.5-hectare community. Baria added that a connection has been made from the main deep well water source to the reservoir and into distribution lines. Electric-powered booster pumps that will ensure reliable water supply throughout the urban village have also been installed.

The community's clubhouse at the Village Center is also nearing completion. Surrounding the clubhouse will be a 20-meter lap pool, a splashing pool, a basketball court, kids' playground, serenity gazebo and patio garden.

Pristina North has the distinction of being Cebu's first and only integrated and fully-masterplanned community. Featuring two clusters of residential areas and a full commercial and entertainment area, the subdivision gives vecinos the advantage to live, work, play and shop all in one place.

The community's masterplan is by award-winning urban design, environment and landscape designer Urbis. Architecture and landscaping is by Aurelio and ACL Asia, another leading Hongkong-based consultant. TCGI, an ISO-certified firm, is providing engineering consultancy for the project.

Pristina North features underground power lines. The community, designed to be walk-friendly, will boast of unmarred vistas of the scenic hillside environment.

The community has four components. The Neighborhood features residential lots of 300 to 700 square meters and house and lot units. The Village Center, located close to the Neighborhood,

is designed with top-of-the-line recreational facilities. The Enclave will be a medium-density area with walk-ups and townhouses. The retail commercial and entertainment section, office park and mixed-use area will be hosted at the Town Square.

Pristina North is located in Talamban, Cebu City.

 THE  
**PERSIMMON**  
AN ABOITIZLAND URBAN VILLAGE





## AboitizLand launches Kishanta Zen Residences



Andoni Aboitiz speaks before guests and vecinos



The vecinos looking at the Kishanta Zen Residences scale models

Black ninjas, the fluid grace of bellydancers, Japanese paper lanterns, and Japanese pica-pica served with cocktails -- all these were designed to transport guests into the realm of the simple and serene.

The event was the launch of Kishanta Zen Residences held at the Cebu City Sports Club last October 17. AboitizLand officers and staff clad in yukata- and kimono-inspired costumes greeted guests and vecinos at the club's foyer. Guests were then ushered into the function room and seated at tables decorated ikebana-style.

The stark minimalism of the décor served to stimulate the interest of the guests who helped themselves to information about this new AboitizLand project contained in brochures and marketing collaterals. It certainly fired the enthusiasm of vecinos who instantly reserved their units or made spot-cash payments.

An awe-inspiring show was a prelude to the treasure that was about to be unveiled. Guests gave a warm welcome to Kishanta Zen Residences.

AboitizLand Chairman Bobby Aboitiz was

present at the launch where COO Andoni Aboitiz also delivered an inspiring message. Sales Manager Jojo Rafaela provided a dash of debonair air to the affair.

Guests were treated to a walkthrough preview of the three models of Kishanta Zen Residences Ayya, Mezara and Avasa via an impressive audio-visual presentation.

The Kishanta Zen Residences formal launch was a resounding success as proven by the deluge of reservations made during and after the launch.



The AboitizLand team clad in yukata - and kimono - inspired costumes

### About Kishanta Zen Residences



The 100-unit Kishanta Zen Residences is located within the subdivision that the company is developing in Talisay City, Cebu.

Pia Mantecon, AboitizLand VP for Sales Marketing and Customer Service, calls it "the best within the best" as she explained that Kishanta has been the company's "best offer yet" to families, businessmen and professionals in South Cebu.

Kishanta Zen Residences is a cluster of house-and-lot units occupying 1.6 hectares of the 14-hectare development on a hill in Talisay City.

AboitizLand Marketing Manager Leorelei Ylaya emphasized the project's distinct advantages, namely, "the much-coveted view from the top,

Cebu's only Zen-inspired ready-to-occupy houses, spacious homegrounds and available spaces for planned expansion."

All lots at Kishanta Zen Residences are in 150-sq.m. cuts. House models are single-detached units constructed at varying elevations within the site to allow each homeowner to take maximum advantage of the hillside breezes and the breathtaking panorama. .

The Ayya house model is a single-story 55-sq. m. unit with three bedrooms. It will have a porch, kitchen, dining area, provision for a den or servant's quarters and carport space. Its living area is designed to face the home's private garden.

There will be 74 square meters of total floor

space in the two-storey Avasa house type, a three-bedroom, two-toilet and bath unit. The unit's master's bedroom will have its own exclusive toilet and bath.

The Mezara model will have 100 square meters of floor space in a two-storey house. It will have three bedrooms with a separate maid's quarters and three toilets and baths. Its living and dining areas will face the private garden and its carport is expandable to accommodate two vehicles.

There will be 63 flat units and 27 slope units within the development. Mantecon underscored the project's attractive pricing as a factor that "we anticipate will create a bandwagon effect on the market".

# FBMA Marine, now a PEZA-registered shipyard

By Jeziel Bacus

FBMA Marine, Inc (FBMA) recently signed a Registration Agreement with the Philippine Economic Zone Authority (PEZA) making the company officially registered as an ecozone export enterprise at the West Cebu Industrial Park – Special Economic Zone.

FBMA President & COO Douglas Border and PEZA Director General Lilia De Lima signed the agreement at the PEZA Head Office in Manila. Also present during the signing was FBMA Finance and Accounting Manager Kits Rafols.

"Thank you for doing business in the Philippines. Your shipyard plays a significant role in improving our economy," said De Lima as she handed the registration certificate to Border.

With the migration to PEZA from the Customs Bonded Warehouse program, FBMA

will now enjoy a host of benefits and privileges. Among these are a more advantageous taxation scheme, a maximum period of 5 years to re-export vessels and minimal bond requirements to secure importations.

FBMA's ongoing projects are a BMT Nigel Gee-designed 57-meter passenger ferry for SAS Sudiles of New Caledonia and a 70-meter catamaran ferry for Pentland Ferries Scotland. Both contracts were awarded after a lengthy and in-depth international tender process. These projects underline FBMA's excellent reputation in supplying cost effective aluminum and steel ferries to the world market.

The FBMA shipyard in Arpili, Balamban, Cebu began operations in 1997 and has a long history of building and delivering high- and medium-



FBMA President & COO Douglas Border and PEZA Director General Lilia De Lima sign the Registration Agreement while FBMA Finance and Accounting Manager Kits Rafols looks on.

speed ferries, patrol vessels and specialist workboats. An ISO-approved international shipyard, FBMA constructs aluminum and steel vessels for leading European, US, Australian and Asian operators.

## Filipino workers impress top shipping executive

*(The following are excerpts from a news article written by Cris Evert Lato, correspondent of Cebu Daily News, on the October 12, 2007 naming ceremony of the third pure car and truck carrier (PCTC) at the Tsuneishi Heavy Industries Cebu, Inc. shipyard in Balamban. All three PCTCs have been orders from Norwegian company Hoegh Autoliners.)*



Aboitiz executives, THICI and Hoegh Autoliners officials join President Gloria Arroyo pose in front of the newly-christened PCTC.

The top executive of an international shipping conglomerate has praised the skills of Filipino workers.

Hoegh Autoliners Ltd. Chairman Leif O. Hoegh said the company has a total of 1,600 Filipino employees, some of them senior officers, an executive and a project manager.

Hoegh said there are three reasons why they chose to employ Filipino seafarers: the country's highly trainable workforce; excellent language skills; and a long tradition (between the Philippines and Norway) of developing first-class mariners.

"(It is) very important for us that the Philippines has very high English skills. Through their training and local environment. It's easy to develop (their skills) further," he said.

Hoegh was in Cebu for the naming of the company's vessel, Hoegh Manila, a pure car and truck carrier (PCTC), at the Tsuneishi Heavy Industries Cebu Inc. (THICI) shipyard in Balamban, Cebu. President Gloria Macapagal-Arroyo was the event's special guest.

The ship, Hoegh Manila, which will be manned by an all-Filipino crew and can carry a total of 4,300 trucks and cars, is the third PCTC of Hoegh Autoliners built by THICI.

The other two carriers, Hoegh Brasilla and Hoegh Sydney, were completed and delivered in March and August 2007, respectively.

A fourth ship, Hoegh Oslo, is still under construction and will be completed in April 2008.

"We decided to name this ship Manila and the other sister ship, Oslo. Those two (ships) will be twins, a symbol of importance of Filipino

colleagues and close bond between the cities," Hoegh said.

Ship captain Zaldy Culajara said the company has "trust and confidence" in Filipino seafarers, while noting that he favors having an all-Filipino crew because "we can communicate well especially to improve safety on board,"

Hoegh said ships made in Tsuneishi have excellent quality and design. "They (Tsuneishi)



Hoegh Autoliners Chairman Leigh Hoegh shows President Arroyo a scale model of Hoegh Manila.

specialize in building ships for car carriers and it's not something that all shipbuilders know how to do," he said.

"We have seen from their work in Cebu that they have been able to transfer critical skills, provide training and technical development to their local employees."

Hoegh Autoliners, owned by Leif Hoegh and Co. Ltd., is an international provider of roll on/roll off vehicle transportation services.



# FBMA Recognition Night: Enriching the legacy

By Joji Enriquez



FBMA CEO Bobby Aboitiz



(L-R) FBMA Procurement Manager Barry Richardson, Project Manager Jeff Jones and President & COO Doug Border



The FBMA 27k performs the night's opening number.

November 23, 2007 was a memorable day for the FBMA family as it celebrated its Recognition Night and Service Awards in a meaningful and touching tribute to this year's batch of 27 honorees. The spacious Exasperanza Binghay Sports Complex was transformed into a grand hall truly fitting for the honorees, team members and guests who attended the affair.

The event was graced by the presence of company CEO Bobby Aboitiz, COO and President Doug Border, CFO Stephen Tan and the ever-supportive Balamban Mayor Alex Binghay.

Mr. Border's inspirational message was one of great promise as it focused on projects for 2008 and the accomplishments of FBMA over the years that highlighted the hard work and commitment exerted by

everybody in the organization.

The equally inspirational speech of Bobby Aboitiz touched a chord in everybody's heart as he spoke of the many challenges the company faced due to the loss of many people to a competitor in Australia. Then he asked all team members two questions: "Do you like working for FBMA?" and "Are you committed and willing to give the company your support to ensure its continued progress and development as a premier and only aluminum shipbuilder in the Philippines?"

A thundering "YES" reverberated throughout the hall. A deep sense of family and esprit de corps was the pervading emotion everyone felt that night as Mr. Bob concluded his speech.

For the 27 service awardees, the presence of Mr. Bob was a testimony to the company's

grateful recognition of their 10 years of dedicated service.

Mr. Bob also made a surprise announcement that literally brought the house down. He said that upon approval of the Board of Directors, a salary increase for all employees will be granted effective January 2008. All team members welcomed the announcement with lots of cheers and thunderous applause.

Truly, the 2nd FBMA Recognition Night was a celebration of teamwork and fellowship as team members showcased their artistic side and talent to the delight of the audience.

As the legacy of integrity, reliability, quality and trust continues, FBMA takes pride in the tenacity and day-to-day heroism of its team members. Together, their stories, insights and contribution provide cadence to the company's march to progress and growth.



# AGFI donates computers and printers to public schools in Cebu

By Elena Carnacer



Present at the turnover of five computers units for Barrio Luz Elementary School are from left, AGFI Managing Trustee Sonny Carpio, Elementary Schools Supervisor Favilito Alberca of the DepEd Cebu City Schools Division, Principal Leonicila Lindio of Bo. Luz Elementary School and PTCA President Michael Guera.

The Aboitiz Group Foundation, Inc. (AGFI) recently turned over 50 brand-new computer units to identified schools located in its focus areas. The donations came with Microsoft licenses and Lexmark printers.

The 10 beneficiaries were public elementary schools. Receiving 5 units each were schools in Babag, Busay, Lahug, Tejero, and Subangdaku.

Four units each went to Pulangbato, Lamak and Nangka, while Bagong Buhay got 7, and Barrio Luz, 6.

The donations are in keeping with the Aboitiz Group's firm commitment to help improve the quality of education of the youth through computer technology and hardware.

## AGFI STEC scholars



The Aboitiz Group Foundation, Inc. (AGFI) recently turned over financial grants to its scholars at the Science and Technology Education Center (STEC) in Lapulapu City, Cebu. In 2007, 29 scholars were given their allowances. This group is composed of the top 10 students in their class from first year to fourth year. AGFI's scholarship program with STEC, one of the top caliber public schools in Cebu province, began in 2001.

## AGFI turns over BCPD scholarship grants



The Aboitiz Group Foundation, Inc. (AGFI) recently turned over to the Bancilad Center for Professional Development (BCPD) scholarship grants to 10 students.

The BCPD is a technical vocational school that aims to educate young women in the area of Home and Institutional Technology Management through a holistic formation.

AGFI has been a benefactor of the center for 10 years now and has turned out to be one of the foundation's most successful programs. Among those present during the turnover were AGFI Managing Trustee Sonny Carpio, AGFI trustees Steve Paradies and Romy Ronquillo, BCPD Director Mary Ann Ruiz, BCPD Officer Liza Cabungcal and BCPD treasurer Malou Padilla.



**ABOITIZ DONATES TO ERUF.** The Aboitiz Group Foundation, Inc. (AGFI) recently turned over five computer units to the Emergency Rescue Unit Foundation (ERUF). The brand-new computers will be used for ERUF's training center. AGFI President Erramon Aboitiz turns over the computers to Dr. Kenneth Lim, who accepts the donations on behalf of ERUF Chairman Dr. Pek Eng Lim. With them are AGFI trustee Stephen Paradies and ERUF Director Herminio Cortes.

## Misamis Occidental NHS senior wins environmental essay tilt

Modelynn Cher Quidet of Misamis Occidental National High School bested 373 participants from 115 schools nationwide as she won the 5th World Environment Day Essay Writing Contest sponsored by Hedcor, Inc. together with the Aboitiz Group Foundation, Inc. (AGFI), 2GO, and the United Nations Information Centre (UNIC). She was awarded together with four other finalists last December 13 at the Dome Café in Makati.

Quidet's essay, "A Swing to Renewables," centered on the contest theme: "Renewables: The Future of Philippine Energy." The piece was completed in a three-hour on-the-spot essay finals held at the Aboitiz Corporate Center a day before. The high school senior



Essay contest champion Modelynn Quidet with from left, UNIC Information Officer Agnes Aliman, Hedcor Vice President Miguel Romero-Salas, AGFI Managing Trustee Sonny Carpio, and 2GO Brand and Retail Sales Manager Ria Calleja.

was awarded P15,000, a personal computer and a computer set for her school.

The environmental writing competition

has attracted about 2,000 participants from hundreds of secondary schools nationwide since it started in 2002.

## Hedcor, AGFI, Rotary Davao partner for medical mission

Hedcor Sibulan, Inc. (HSI), in partnership with the Aboitiz Group Foundation, Inc. (AGFI) and several Rotary Clubs of Davao, recently held a medical-dental mission at the Cagas-Paclipan Gym in Barangay Darong, Sta. Cruz, Davao del Sur.

Hedcor President Rene Ronquillo and Rotary Club of South Davao President Ismael Tabije led the medical mission contingent.

"We are very happy that we have found a new partner in community service in Hedcor Sibulan, Inc. More external partners, more service to the communities!" said Tabije, who chairs the Council of Presidents of Davao Rotary Clubs.

Members of the Davao Medical Society, Davao Dental Society, Philippine Academy of Physicians, Philippine Association of Medical Technologists, and Barangay Health Workers provided free medical consultation services, tooth extractions, pediatrics, optometrics and physical therapy to more than 400 residents of Barangay Darong.

The Darong community received a total value of P110,000 in medical and dental treatments; including more than P70,000 worth of free medicines for common ailments in the locality. Hedcor also administered a feeding program for 100 children in the barangay.

Hedcor and AGFI have earmarked P2 million in the next four years to bring free medical services and medicines to their various host communities in the country.



**INCENTIVES FOR ACHIEVERS.** Hedcor Grid Manager Emmanuel Medelo (third row, 2nd from right) poses with the 12 recipients of the company's financial assistance grants from Catalunan Pequeño High School and Tugbok High School. School officials witnessed the turnover of the checks to the students.



**CLASSROOM PAINTING IN SESSION.** Members of the Hedcor Kabisig Council trooped to the Alejo Pacalso Memorial National High School in Ampucao, Itogon one Saturday to paint the school's computer room. This is one of the council's projects where Hedcor management and employees personally help the community with an active spirit of volunteerism.



## Davao Light gifts Alejal with new school building

For the people of Barangay Alejal in Carmen, Davao del Norte, the last Christmas season was probably their best ever. What with a three-classroom brand-new school building they received as gift from Davao Light and Power Company.

Marylou S. Alagon, principal of Alejal National High School, accepted the new building from Davao Light SVP Art Milan during the turnover ceremony last December 22.

The school building supports the "Adopt-a-School" Program of the Department of Education (DepEd), in cooperation with the Aboitiz Group Foundation, Inc. (AGFI).

The building costs over P1.5 million. Davao Light put in about P1.213 million, with the balance of P300 thousand shouldered by the Municipal Government of Carmen. The company also donated 150 armchairs to the school.

## DLPC partners with LGU for environment project



Davao Light EVP Manuel M. Orig (2nd from right) and Sto. Tomas Mayor Dr. Maximo Estela (2nd from left) sign the Memorandum of Agreement (MOA) that shall govern the implementation of a Residual Waste Pulverizing and Concrete Waste Product Processing and Storage Facility in the Northern Davao municipality. The project supports Sto. Tomas' Solid Waste Management Program.

Davao Light and Power Company, in cooperation with the Aboitiz Group Foundation, Inc. (AGFI), has partnered with the Municipality of Sto. Tomas in Davao del Norte for the construction of a Residual Waste Pulverizing and Concrete Waste Product Processing and Storage

Facility. This is in support of the municipal government's now nationally acclaimed Solid Waste Management Program.

The building that will house the pulverizing and processing machines will be built by the LGU on its waste dumpsite that it has converted into an eco-tourism park. The structure will cost about P400 thousand. Davao Light, through AGFI, will provide roughly P300 thousand of the total estimated cost while the LGU will put up a counterpart of P100 thousand.

The project will provide additional income to the municipality since the processed solid waste by-products, such as compressed blocks, are to be sold to the community. These can be used for low-level building construction such as residential houses. Moreover, compost fertilizer that is derived from biodegradable waste will also be stored in the same facility.

## Cotabato Light turns over computer lab to NDVNHS

By Michelle P. Prudente

Cotabato Light recently turned over a newly refurbished computer laboratory room to the Notre Dame Village National High School (NDVNHS), in time for the school's 26th Foundation Day.

"We are happy to take part in the development of this institution. Serving the community within our franchise area by providing better facilities for education makes us more proud. We (in Aboitiz group) have been helping schools for the past years. And for Cotabato Light alone, we are spending about 600,000 yearly this project," Cotabato Light VP & Resident Manager Crisente Ferolino. The total project cost of the NDVNHS computer lab is about 194,000.00.

NDVNHS Principal Bai Isradean Sinsuat-



Cotabato Light VP & Resident Manager Crisente Ferolino with USec Presidential Assistant for Education Antonio A. Inocentes, NDVNHS Principal Bai Isradean Sinsuat-Datukan, GPTCA President Verner Simon and ICT Head Edmar Mendoza during the turnover ceremony at NDVNHS.

Datukan was very grateful for the donation, assuring Cotabato Light that they will take good care of the computer laboratory which is now conducive for working and learning.



**DAVAO LIGHT DONATES TO HABITAT FOR HUMANITY.** Davao Light SVP Art Milan hands over to former Miss Universe and Habitat Mindanao Trustee Margie Moran-Floirendo the check for P130 thousand representing the cost of two units of low-cost houses for Habitat for Humanity Philippines to be constructed at Sitio Mahayahay in Tugbok. The two units will bring to six the number of houses donated by Davao Light since the start of the Habitat project in Davao area. Witnessing the turnover are (from left) Davao Light AVP Eduardo Tan, VP Bien Garcia, AVP and Panabo Branch Manager Arnold Arsolon (right) and Audit Services Manager Susan Peñaflor.



**RICE DONATION FOR LUMADS.** Davao Light SVP Art Milan and Col. Alan Luga, commander of Task Force Davao, shake hands during the turnover of rice donation for the army unit's "Pinaskuhan Para sa Lumad" project. The ceremony was witnessed by Col. Luga's deputies and Davao Light Community Relations Manager Vic Sumalinog were present at the ceremony.



**EDUCATIONAL ASSISTANCE.** Cotabato Light ComRel Officer Anna Lea Lee Nataño hands over the P3,000 cash assistance to one of the company's eight scholars. The financial assistance helps deserving public high school students augment their school needs like uniform and supplies. To continue to avail of the benefits, each scholar is required to maintain a general grade average of 90% in their final rating and remain a student in a public school. Others in photo are the scholar's mother and CLPC HR-ComRel Staff Michelle Prudente.

Undersecretary of Presidential Assistant for Education Antonio A. Inocentes was special guest of honor during the occasion. DepEd 12 Admin Officer V Johnny Balawag, Secretary to the City Mayor Boy Dela Fuente and General Parents Teachers Community Association (GPTCA) President Mr. Verner Simon were also present at the event.



## SN Aboitiz Power inks MOA with DOE on community projects



Energy Secretary Angelo T. Reyes signs the MOA of ER1-94 projects of the Magat HEPP Host Communities with SN Aboitiz Power CEO Manny Rubio and CFO Beverly Tolentino

SN Aboitiz Power, Inc. CEO Manny Rubio and CFO Beverly Tolentino signed on November 16, 2007 three memoranda of agreement with the Department of Energy (DOE) for projects to be funded under the Energy Regulations

1-94 Funds (ER 1-94). These projects are located in the Province of Nueva Vizcaya, the Municipality of Alfonso Lista and Barangay Dallao in Cordon, Isabela. The executives of these LGUs were also present to sign and witness the signing ceremony.

With an aggregate amount of about P2 million, the three projects are all geared towards local economic development in the host communities of the 360-MW Magat hydroelectric power plants.

The activity was launched by Energy Secretary Angelo T. Reyes to facilitate the process of project implementation, provide a venue for LGUs to meet DOE officials, and recognize the role of power generation companies in providing financial benefits to its host communities through ER-194.

ER 1-94 is a program of the government

in partnership with the generation facilities/private sectors wherein the generation facility allocates one centavo for every kilowatt hour (kWh) of total electricity sales as financial benefits to the communities hosting the power plants. The funds are deposited into trust accounts to fund community projects proposed by the host communities. Projects should demonstrate the potential for enhancing progress, provide a decent source of livelihood, or uplift the community's general economic conditions.

SN Aboitiz Power, as the owner and operator of the 360-MW Magat Hydro Plant, contributes to this trust fund. Aside from this, the company has established its own CSR Fund to strategically participate in various development endeavors in localities where it operates.

### SNAP supports Fisherfolks Field School in Magat

The Fisherfolks Field School (FFS), a project designed to determine the most effective stocking rate for tilapia fish cages in the Magat reservoir, held its culminating activities and graduation rites at Barangay Sto. Domingo, Alfonso Lista, Ifugao on November 16, 2007.

Organized by the Provincial Agriculture, Environment & Natural Resources Office (PAENRO) of the Province of Ifugao, the project trained 21 participants for five months and enabled them to closely observe the effects of different stocking rates and feeding patterns on the fish cage operators' return on investment. Through the project, the participants were also able to verify the effects of water parameters and other environmental factors on their yield.

SN Aboitiz Power, Inc. supported the study as part of its Corporate Social Responsibility Program. The project was pursued in cooperation with the Bureau of Fisheries and Aquatic Resources, Barangay Sto. Domingo, Municipal LGU of Alfonso Lista, and the National Irrigation Administration (NIA).

"We hope that this will guide our fisherfolks so that they may improve their profit levels, and therefore also their ability to sustain their livelihood far into the future," said Dr. Gloria Viernes, consultant of SN Aboitiz Power.

### SN Aboitiz Power donates P1 M to help save Ifugao Rice Terraces



Ifugao Governor Teddy Baguilat accepts the ceremonial check donation from SNAP CSR Manager Ozone Azanza and CRO Ness Aduara

On October 16, 2007, SN Aboitiz Power, Inc. (SNAP) donated P1 million to the Ifugao Provincial Government to fund the community-based Forest Management Project (CBFM) in the province.

The CBFM Project is an initiative of Ifugao Gov.

Theodoro Baguilat and is part of a wider program that primarily deals with the protection of the Ifugao Rice Terraces. The project covers the four municipalities of Banaue, Hungduan, Kiangan and Mayoyao. These municipalities are hosts to the beautiful terraces of Ifugao and the watershed areas that supply water to the Magat Dam.

"We are happy to support efforts that will help ensure the survival of the magnificent rice terraces of Ifugao," said SNAP CSR Manager Ozone Azanza, during the check donation turnover held at the Coffee Congress at the Lagawe District Concerence Hall.

The Ifugao Rice Terraces are 2000-year-old man-made structures carved into the mountains. Commonly referred to as the "Eighth Wonder of the World", it is a UNESCO World Heritage Site.

### SNAP donates computers to Ifugao State College

SN Aboitiz Power, Inc. recently donated computer units to the Ifugao State College of Agriculture and Forestry (ISCAF), Alfonso Lista, Campus to support the institution's efforts to establish a computer laboratory.

"We are providing ISCAF these brand-new computer units complete with licensed operating systems and Microsoft Office software because we are of the same mind with the school's officials that a computer

laboratory will allow the students to be equipped with skills and make them more competitive with other graduates when it is time for them to earn a living," explained Engr. Melvyn Eugenio, Site Manager of SN Aboitiz Power. The project will benefit more than 400 students.

ISCAF is the only higher education institution in Ifugao. It has more than 4000 students in four campuses located in four municipalities.

## AboitizLand installs P8-M drainage system for GK village



Cebu Gov. Gwen Garcia, Andoni Aboitiz and top officials of Gawad Kalinga and Lexmark during the groundbreaking ceremony.



Andoni Aboitiz speaks at the ceremony



The smiling AboitizLand team after the turnover

AboitizLand, Inc. recently turned over an P8-million off-site drainage system it has installed for the Sugbu Gawad Kalinga Village in Tunghaan, Minglanilla. The drainage network, which will keep the area protected against flooding and erosion, is AboitizLand's "contribution to Cebu's vision for a more humane and empowered citizenry".

The turnover ceremony was embedded in the groundbreaking rites for the 12-hectare village, which is a joint venture of the Province of Cebu and the Gawad Kalinga Community Development Foundation (GK). AboitizLand and GK had earlier executed a memorandum of agreement for the drainage system project.

An initial seven hectares will be developed at

the site. The village will host 700 houses to be constructed through donations from various individuals, companies and organizations.

In the official statement distributed at the turnover ceremony attended by Cebu Governor Gwendolyn Garcia and Gawad Kalinga's Executive Director Luis Oquiñena, AboitizLand Chief Operating Officer Andoni Aboitiz cited his company's "consciousness of our role in social development and our passion for selfless service" as the driving force behind its participation in the GK project.

Annette Navarro, AboitizLand Government and Community Relations Assistant Manager, also explained that the company will earn socialized housing credits for its donation

to the Sugbu GK Village.

The credits will be applied against the amount of socialized housing credits that the Housing and Land Use Regulatory Board is requiring from AboitizLand as assistance to the communities in the immediate areas where the company has commercial development projects. Commercial housing developers are mandated to earn socialized housing credits under Section 18 of Republic Act 7279, the Urban Development and Housing Act.

In addition to its financial donation for the Sugbu GK Village, AboitizLand supervised the implementation of engineering designs and plans in the laying of the drainage network, its additional equity share for the project.

## AboitizLand joins PAF civic action

AboitizLand, Inc. celebrated with the Philippine Air Force's 205th Tactical Helicopter Wing the latter's 55th anniversary last September by participating in a Medical-Dental Civic Action Program in Jubay, Liloan Cebu. Seventeen AboitizLand team members joined the mission, which treated some 1,364 Barangay Jubay residents. Aside from medical and dental services, a feeding activity was conducted.



Major Lloyd Cabacungan, of the PAF 205th THW cited the company for its "invaluable support" to the activity. Brig. Gen. Arthur Mancenido, Wing Commander, awarded a Certificate of Appreciation to AboitizLand and the other companies that supported the activity. The company provided snacks for the activity and donated medicines for about 200 patients.



## Metaphil donates basketball court to TESDA

Metaphil recently turned over a basketball court to TESDA Cebu. TESDA officials led by OIC Regional Director Engr. Urbano Budtan, and Metaphil CIO and AVP for procurement Zeny Novabos were present at the turnover ceremony.

"We thank Metaphil for realizing our long-time dream of a basketball court in our premises," said Engr. Budtan. TESDA had wanted a basketball court as it promotes not just technical skills but physical wellness among the staff and students.

Metaphil President and COO Nap Pe said "The basketball court donation affirms our support to TESDA." Metaphil and TESDA have established the Metaphil-TESDA Institute for Technical Training, a center of excellence for training in welding and fitting. The institute has trained close to 200 welders and fitters since it started in 2006. *(Zeny Novabos)*



Metaphil-TESDA Institute for Technical Training (MTITT) students, faculty and TESDA key staff pose at the new basketball court donated by Metaphil. Standing 6th from right is Metaphil CIO and AVP for Procurement Zeny Novabos

## FFI grants library kits to 3 Capas schools

Fil-Am Foods, Inc. (FFI) recently held its third Library Kit Turnover to three elementary schools in Capas Tarlac. FFI Comrel Education Chairman Danilo San Pedro together with FFI Comrel Officer Polo Ablazo, AGFI Officer Jowelle Ann Cruz, and the rest of Comrel Education Team were present during the turnover ceremonies.

Recipients of the library kit were Sta. Rita Elementary School, Talaga Elementary School and Cut-Cut 1st Elementary School. The three schools belong to the High Performing Schools in Capas, Tarlac based on the 2007 National Achievement Test Ranking (NAT).

The library kit is a shelf filled with variety of books, flash cards, a globe, and many other educational materials. *(Christina Bernal)*

## City Savings donates computer set to DepEd Region Office

City Savings Bank recently donated a computer set and printer to the Department of Education Region 11 Office located in Davao City. The donation was made possible through the efforts of DepEd Regional Director for Region 11, Susana Teresa B. Estegoy, who is known for her dedication in uplifting the office system through modern technology. CSB Davao Branch Head Renzy Solanoy (2nd from right) personally turned over the computer sets to Dir. Estegoy (3rd from left). *(Maila M. Quijano)*



## Fil-Am Foods holds dental mission

Fil-Am Foods, Inc. (FFI), together with the Aboitiz Group Foundation, Inc. (AGFI) and the Capas Rural Health Unit recently held a free dental mission called "Ngiting Kumukutitap Year 3" at the Aranguren Elementary School in Capas, Tarlac.

The FFI Community Relations Health Committee and volunteer dentists from the

Tarlac Provincial Hospital led the mission. A total of 110 patients were successfully operated on and were given toothbrush kits and medicine afterwards.

For the third year, "Ngiting Kumukutitap" left many patients with happy faces and healthy smiles. *(Christina Bernal)*



# UnionBank holds Teachers' Congress

## Workbooks for NCR public elementary Grade 2 pupils distributed

By Malu Fontanilla-Evaristo



The PICC Reception Hall is filled with participants of the UnionBank Teachers' Congress

UnionBank recently conducted the National Capital Region (NCR) Department of Education (DepEd) Teachers' Congress at the Reception Hall of the Philippine International Convention Center. The event introduced the As a Filipino (AAF) Learning System to the biggest gathering of Grade 2 public school teachers, principals, superintendents and their assistants, and supervisors.

The congress was held on two separate but identical sessions on October 24 and 25, each day attended by new participants to accommodate the teachers numbering almost 2,400 per day.

UnionBank President & COO Victor B. Valdepeñas, who himself started his career as an educator, welcomed the participants and emphasized the need to put value in the country's most important resource — the Filipino youth.

Chairman & CEO Justo A. Ortiz (JAO), the Bank's CSR champion, was the keynote speaker. He gave recognition to educators who will be the Bank's frontline partners in teaching students the values found in the AAF storybook.

The storybook, which includes 16 values, was also made into a song and launched during the congress.



A child writes his name on his own AAF Student's Workbook.

JAO said the challenge of achieving primary education within the global perspective of the Millennium Development Goals set by the United Nations Millennium Summit in 2000 and the country's own goal of developing children as independent readers, made the Bank consider investing in the public school system.

CSR Executive Director Maria Gonzalez Goolsby (MGG) said the AAF Learning System, which took two years to complete, was designed and written as a self-instructional manual for teachers. It covers a period of seven weeks.

The Ateneo Research Team has been commissioned to conduct a pre- and post-test evaluation to review the effectiveness of the system.

MGG's counterpart at the DepEd, NCR Regional Director Dr. Teresita Dimalanta thanked UnionBank for giving each of the 210,000 Grade 2 public elementary pupils their own AAF Student's Workbook and an AAF Storybook for all Grade 2 classes. A total of 4,200 AAF Teacher's Handbooks were also given away.

The Bank's gift of AAF Student's Workbook to all NCR Grade 2 public elementary pupils is a first in DepEd's history. No private institution has donated such a reading material and this may also be the first time for students to actually write, draw on and color a workbook that they won't have to return by the end of the school year.

Lecturers during the congress were AAF book authors Dr. Felicitas Pado and Lourdes Colina Reyes; DepEd Supervisor for English Victoria Mayo and Supervisor for Values Dr. Estrella Merca.

The teachers played an active role during the congress by participating in group activities and a "quiz bee" type of contest with Manolo Silayan as congress emcee and quiz bee master.

Insular Life President & COO and UnionBank Director Mayo Ongsingco, AAF author and illustrator Marcy Dans-Lee, former DepEd OIC/ Undersecretary Fe Hidalgo, former UP President and good citizenship advocate Dr. Jose Abueva, former Finance Secretary and Institute for Solidarity Asia Dr. Jesus Estanislao (who is also a partner of MGG in the values formation program for the Philippine National Police Academy), Ateneo Research Team Head Dr. Cornelia Soto, and League of Corporate Foundations Executive Director Marge Barro also attended the congress.



UnionBank Chairman & CEO Justo A. Ortiz, CSR Executive Director Maria Gonzalez-Goolsby, AAF storybook author & illustrator Marcy Dans-Lee, AAF Teacher's Handbook authors Dr. Felicitas Pado and Lourdes Colina Reyes hold plaques of appreciation by DepEd NCR Director Dr. Teresita Dimalanta.

Best-selling author, radio & TV personality Bo Sanchez gave a simple yet moving motivational talk during the afternoon session.

On November 5, MGG and her team together with DepEd's Dr. Rubio, Dr. Joven Valencia, Dr. Zenaida Asidao and Victoria Mayo visited the Kamuning Elementary School in Quezon City to personally supervise the distribution of the AAF Student's Workbooks to the Grade 2 pupils. School principal Myrna Evangelista welcomed the group.

The Cubao Elementary School headed by Principal Elena Bote also prepared a demonstration of Lesson Plan for the AAF Lesson 1 Stanzas 1-3. Held at the school's Session Hall, select students were invited and teacher Sharon Delloso-Tarantan was at her best in presenting to the kids the day's lesson. As suggested in the AAF Teacher's Handbook, Ms. Tarantan used various visual materials, singing, individual and group activities to teach the students.

## 4th RAFI Triennial Awards nominations now open



Mikel Aboitiz leads the official launching of the 4th Triennial Awards search for outstanding institution and exemplary individual in VisMin. Beside him are Joe Mercado, CEO of Bigfoot Global Solutions and head of the 4th Triennial Search Committee and Dominica Chua, RAFI Chief Operating Officer.

The search is on for the outstanding institution and exemplary individual in the Visayas and Mindanao. The 4th Triennial Awards of the Ramon Aboitiz Foundation, Inc. (RAFI), which was officially launched last November 17, is now open for nominations.

The Triennial Awards, given in two categories -- the Ramon Aboitiz Award for Exemplary Individual and the Eduardo Aboitiz Award for Outstanding Institution -- recognize the exemplary work of individuals and institutions that effect positive change and bring hope

to the lives of the less privileged.

The Ramon Aboitiz Award is open to all Filipinos, natural-born or naturalized citizen, at least 30 years of age and of good moral character whose dedication to his profession or vocation has made significant contributions to the advancement of the well-being of his fellow Filipinos.

The Eduardo Aboitiz Award for Outstanding Institution is open to all institutions or organizations established for at least 3 years with functional program(s) and services and have built dedicated partnerships with other groups in bringing about

comprehensive and responsible development.

Nominated parties will undergo an extensive screening process with the members of the Search Committee evaluating and shortlisting the nominees. John Joseph Mercado, CEO of Bigfoot Global Solutions, chairs the 4th Triennial Awards Search Committee, with members from the academe, business, media, and civil society. With him are Fr. Carmelo O. Diola, founder of Friends of Pedro Foundation, and coordinator of Barug! Pilipino and Dilaab Movement; Prof. Margarita Dela Cruz, professor at UP Tacloban College, and founder and executive director of Guiuan Development Foundation, Inc. in Samar; Tina Dumlaog, journalist and desk editor of Philippine Daily Inquirer; and Fr. Roderick C. Salazar, Jr., President of San Carlos University.

The Triennial Awards is RAFI's expression of its belief in the promise of life -- made possible through the selfless service of individuals and institutions.

*The deadline for nominations is on March 20, 2008. For more information, call the Triennials Secretariat (032) 255-5626/27, fax (032) 254-6489, [adomingo@rafi.org.ph](mailto:adomingo@rafi.org.ph), [www.rafi.org.ph/triennials](http://www.rafi.org.ph/triennials).*

### RAFI identifies priority schools for Phase II of rehabilitation project

By Harold de Mesa

In coordination with the Department of Education Cebu Province Division, the Ramon Aboitiz Foundation, Inc. (RAFI) recently identified 39 priority schools for Phase II of its School Rehabilitation Project.

In the Grant Conference for project stakeholders and partners held last December 5, 2007, the mechanics in implementing the school rehabilitation project were discussed before attendees composed of school heads, municipal mayors, and municipal engineers.

The identified public elementary schools are in Moalboal, Samboan, Ronda, Ginatilan, Oslob, Badian, Alcantara, Malabuyoc, Santander, Alegria, Dumanjug, Boljoon and Argao.

Phase I of the School Repair and Rehabilitation Project, which began in 2004 and implemented until 2007, covers 258 classrooms in 75 schools in 22 municipalities. For Phase II, priority schools are from the municipalities with least or no project recipients since 2004.

Through the project, old and dilapidated public school buildings are repaired to provide school children a safe and conducive learning environment. RAFI, through its Office of Humanitarian Relations and Services, partners with the DepEd, LGUs, school officials, and Parents-Teachers-Community Associations in implementing the project all over Cebu Province.

## DACF organizes Fun Day for Children

Around 500 kids from various tribal groups and institutions attended the Fun Day for Children organized by the Dolores S. Aboitiz Children's Fund (DACF), a newly launched program of the Ramon Aboitiz Foundation, Inc. (RAFI) last October 19-20 at the University of San Carlos (USC) South Campus.

Mrs. Sarah Cortes and Mrs. Margot Osmeña, first ladies of Mandaue and Cebu Cities, together with Mrs. Chary Aboitiz and Mrs. Robin Aboitiz graced the event opening after a caravan from USC- South Campus to Mandaue City back to USC.

With the theme "Kultura, Kina-iyahan ug Kabataan," the event aimed to establish cultural pride and love of nature. The children-attendees were the Badjaos from Mambaling who undergo the education program of Presentation Sisters, Maranaos from Mandaue, street children, scavengers, abandoned and neglected children from Cebu City and Mandaue City under the care of different child welfare institutions; abused children from Children's Help Assistance Foundation, Inc. (CHAFI), abandoned and neglected children from Franciscans Children's Home, and pupils from Sawang Calero Elementary School and USC- South Campus.

At the event, they learned folk dances and played traditional Filipino games like *takyan*, *tumba lata*, and *tubig-tubig*. They made their own bracelets and necklaces using indigenous materials during the

craft making sessions. They also learned about the environment through lectures, face painting, story telling, and paper mache making.

"May we be able to create friendship, understanding, and great memories that will remind us of our cause -- to create families and communities who are advocates of children's welfare and rights," said Robin Aboitiz in her opening remarks.

Co-organized by RAFI's Cultural Heritage Program, the event partners were the USC South Campus and the local government of Mandaue and Cebu Cities. Volunteers from Tsinelas Association Inc., Timawa Adventure Leadership Inc., Young Minds Academy, USC, and RAFI acted as team animators, story tellers, face painters, and game marshals.

The Fun Day for Children was one of the series of activities organized by DACF after it was officially launched last October 2. DACF also conducted the Positive Parenting and Helping Children in Trauma seminar-workshops, and essay and visual arts competitions.

By making grants available for children-oriented programs, DACF aims to contribute to the interventions that build children's knowledge and capabilities. It will provide financial and technical support (competency development trainings) to short- and long-term development projects, initiatives, and infrastructures aimed at promoting children's welfare and rights.



# Cebu hosts the 2007 Aboitiz Technology Forum

By Ann Arribas



Delegates to the 1st Aboitiz Technology Forum from the Corporate Headquarters, Aboitizland, Pilimico, ATS, 2GO, Hedcor and City Savings Bank



Mikel Aboitiz and Delia Maderazo with keynote speaker Nic Nuske, Vice President for ibm.com Asia Pacific

Aboitiz techies from Luzon and Mindanao trooped to the Parklane Hotel in Cebu to join their Visayas-based colleagues last September 27 to 28 for a group-wide gathering of Information Technology professionals.

ACO/AEV SVP & CIO Mikel Aboitiz opened the event and welcomed the delegates. In his keynote address, ibm.com Vice President for Asia Pacific Nic Nuske discussed profoundly the event theme, "Collaboration that Matters".

Organized by the group IT Committee and the BITCom, the two-day forum aimed to develop greater cohesiveness among the companies' IT teams. The event also provided a venue for the different IT teams to share best practices, learn from each other in a confidential environment, identify areas

for collaboration and set group directions.

Prior to the event, a survey was conducted among the companies for them to identify areas in IT where they are currently having issues, and which evolving global trends and issues could affect their IT operations.

The survey results were tallied and the areas of common interest were selected as topics for the forum sessions.

Business users were invited to attend the session topics. Since the Aboitiz CMS Roadmap was launched on the second day, the B2E/B2C content providers of the different companies were also in attendance.

First-day speakers were representatives from ECCI International for Business Continuity Management; EMC for Information Lifecycle Management; Oracle for Enterprise Architecture and Service-oriented Architecture; Dexterra, Inc. (Singapore), IBM for the panel discussion on Unified Messaging & Mobility Solution. moderated by Norman Curato of Trinet Multimedia; and Joseph Garcia for Optimization & Virtualization.

On the second day, speakers were from Kaisa Consulting for IT Outsourcing; Jonas delos Reyes of Yehey.com and Gerry Diwa of Trapikmedia.com for the panel discussion

on Web 2.0 & Internet Marketing moderated by Wilson Ng of Ng Khai Corporation. Softriggr presented the Aboitiz Roadmap on Content Management System and JLP Consulting the IT Balanced Scorecard. Sandz Solutions discussed Business Performance Management and IBM conducted the Discovery Workshop.



The ACO group led by Delia Y. Maderazo, AVP for IT accomplishing the discovery workshop survey form.



The Pilimico team with IT Manager Bryner Reyes intently working on their survey questions



# Aboitiz Brand Marketing Program conducted nationwide

By Paula Viegelmann-Ruelan



AVP for Branding Carol Ballesteros conducts the ABMP at Notre Dame College in Cotabato City



Carol Ballesteros speaks before members of the Tarlac Convention Visitors' Bureau



Brand Administrative Officer Paula with students of MSU-IIT in Iligan



ABMP in Ateneo de Davao

The AEV Brand Management Team continues to conduct the Aboitiz Brand Marketing Program (ABMP) nationwide as an external marketing tool for the Aboitiz Group. The program's main objective is to increase awareness of the Aboitiz brand in schools, among business groups and socio-civic organizations who are interested to learn more about the Aboitiz story.

The ABMP also aims to market the Aboitiz brand by making it known to various audiences that Aboitiz is more than just a shipping company and that it is a conglomerate of highly diversified businesses.

The two-hour program includes an introduction of basic branding concepts and

the Aboitiz brand story as a case study. It also features a short talk about the Aboitiz company sponsoring the ABMP for areas outside of Cebu. The program ends with showing of the corporate video and a short Q&A session where participants get a chance to win Aboitiz brand items.

Since its launch in February 2007, the Brand Management team has already conducted 21 ABMP sessions in schools such as UP Cebu, Ateneo De Davao, UP Baguio, MSU IIT in Iligan, Xavier University in Cagayan, Notre Dame University in Cotabato, Lyceum University in Subic and for socio-civic organizations Rotary Club of Cotabato and Tarlac Convention Visitors Bureau.



The 1st ABMP in UP Cebu



UP Baguio students with Carol and Paula.

# Aboitiz Group holds 1st Brand Forum

By Paula Viegelmann-Ruelan

Brand task team representatives from Aboitiz & Company, Aboitiz Equity Ventures, AboitizLand, 2GO, FBMA Marine, Metaphil, Davao Light, Cotabato Light, Subic EnerZone, Hedcor, Pilmico, Fil-Am Foods, City Savings Bank and the Aboitiz Group Foundation participated in the 1st Aboitiz Brand Forum held last Nov. 15-16 at the Casino Español, Cebu City.

The forum had the following objectives: assess current brand activities & initiatives and translate this into brand insights that can be applied to a focused roadmap for implementation; increase participant's sensitivity to the different factors that affect the brand equity of Aboitiz, and provide participants a venue for creating and implementing innovative brand strategies and tactics.

Txabi Aboitiz, SVP for Group HR, kicked off the two-day event with opening remarks that focused on explaining management's perspective in aligning all branding activities groupwide. He also challenged everyone to inculcate branding as a way of life.

Professor Jose Jesus "JJ" Roces, Asian Institute of Management faculty member and consultant for marketing, strategic brand management and organizational development was workshop facilitator.

Lectures on how to deliver value, aspects that affect brand equity as well as brand DNA were tackled on the 1st day of the forum. One of the forum highlights was the sharing of best brand practices from four selected companies – ACO/AEV, Pilmico Foods, Davao Light & Power Corp and City Savings Bank, from which the rest of the participants were asked about their learnings and insights based on the three phases of brand delivery.

At the end of the workshop, each company was asked to present the results of its Brand Report Card, which is based on the Brand Scorecard Ranking, Brand Score Card Self and Others Rating computation. The priority areas were then identified and the brand initiatives needed to respond to these priority areas are what the brand task teams have been asked to include in their respective brand planning per company.

After the forum, the brand task teams are now expected to come up with their respective brand roadmap and brand plan to be submitted to the Brand Management Team for consultative alignment and review. They are also encouraged to come up with brand maintenance activities to sustain the learnings from the forum as well as to have a quarterly brand task team meeting to monitor progress on the brand roadmap.



The Power Group Brand Task Team



The Food Group, ACO/AEV and AGFI Teams



The Metaphil and CSB Teams



Jeanne Ouano and Nilda Ravina of Aboitizland



Katrina Alcober and Angelie Ong of 2GO



Joanna Escott & Geraldine Polanco of FBMA



Aboitizland Brand Task Team members confer with ACO colleagues



The AEV Brand Management Team with Prof. JJ Roces



The 1st Aboitiz Brand Forum participants



# ACO CEBU RECOGNITION NIGHT 2007

## Revisiting the glamour of Old Hollywood

By Paula Viegelmann-Ruelan

ACO Cebu team leaders and team members went back to the era of soul singers, blues figures, jazz makers and silver screen luminaries last September 21, 2007 as the grand ballroom of the Marco Polo Plaza Hotel in Cebu was transformed into an old Hollywood setting for the much-awaited 2007 Recognition Night.

Everyone dressed up ala old Hollywood movie actors and actresses Audrey Hepburn, Joan Crawford, Greta Garbo, Frank Sinatra, Clark Gable and James Dean. Hosted by Paula Ruelan and Marty Macariola, the program started with an upbeat dance number as ACO Cebu team members shimmied to the tune of "Candyman".

This was followed by a heartwarming message from President & CEO Jon Ramon Aboitiz, who encouraged everyone to go the "Aboitiz Way – that drive, that burning desire to do things extraordinarily well, the drive to excel and to deliver superior results. It is what makes our A-people unique...it is what sets us apart from the rest."

One of the evening's highlights was the announcement of the winners for the "Passion for Better Ways Team Awards" which was launched in 2006. This new and exciting award aims to promote and inspire ACO and AEV teams to continuously seek fresh, new and better ways of doing things. This award also serves as a testimony of the team's efforts to constantly deliver on the Aboitiz brand promise.

Another program highlight was the presentation of the 16 service awardees. Ten years – Edvard Ian Gonzaga, Edgar Meriz; 15 years – Carnet Sasuman, Gloria Rena, Jovy Tan, Eugenia Tagaan; 20 years – Viva Canares, Bella Montenegro; 25 years – Elena Garcia, Elizabeth Ybanez, Andoni Aboitiz and Txabi Aboitiz; and 30 years – Alvin Aranda, Prima Cantil, Maria Sandao and Cholo Bernad.

"They Can't Take That Away from Me", a Sarah Vaughan classic was sung as a tribute to all the service awardees by ACO's newest trio singing sensation – Aura Tingzon, Timothy Abay and Dary Aran.

Like any awards night, special prizes were given out to Mia Zamora as Hollywood Screen Siren, Edgar Mahinay as Hollywood Hunk, and the ACO Admin-Serve team as Hollywood hitmakers.

Dancesport performers and Cebu's singing talents provided the entertainment. Raffle prizes were given out while everyone danced the night away to the rhythmic beat of the Velvet Band.





## TEAM RECOGNITION



B2E



Corporate Finance



Investor Relations



Aboitiz Group Foundation



HEDCOR



AEV Aviation



Exolt



Admin-Serve



Branding & Corporate Communications



Corporate Audit



iCSD



Security



Aboitiz Power



Treasury



HRQ



LEX



Accounting

## SERVICE AWARDEES



30 Years

Cholo Bernad

Alvin Aranda

Maria Sandalo

Prima Cantil



25 Years

Txabi Aboitiz

Andoni Aboitiz

Elena Garcia



20 Years

Bella Montenegro

Viva Canares

Elizabeth Ybanez



15 Years

Verti Tagaan

Jovy Tan

Gloria Rena



10 Years

Ian Gonzaga

Edgar Meriz



# ACO Makati goes Hollywood too

By Uny Calma



JRA delivering his speech



Hedcor Team



Treasury



Service awardees Miguel Aboitiz, Marinet Belarmino and Aaron Berin being serenaded



HRQ



Power



EXM



AESI



LEX



AGFI

September 27, 2007 marked a joyous date for the ACO Makati teams as they celebrated the 2007 Recognition Night at the Renaissance Hotel Makati.

It was an evening of glitz and glamour as everyone came dressed as their favorite Hollywood actors and actresses. Others were resplendent in their costumes of various movie characters. It was like seeing your most admired Hollywood stars come to life. The venue was transformed into an elegant hall where photos of all team members and team leaders in their best Hollywood garb were displayed.

The opening number was truly a feast to the eyes, as team members from AEV-EXM, Aboitiz Energy Solutions and ACO-Audit danced to

a medley of hit songs from Elvis Presley to Pussycat Dolls and Christina Aguilera. Likewise, the ladies from Legal put the dance floor on fire as they grooved to the tune of Moulin Rouge.

One of the best parts of the program came when President and CEO Jon Ramon Aboitiz gave his speech congratulating everyone for their diligent and hard work, thus propelling the Aboitiz Group to where it stands today. Teams were also recognized for their innovative and excellent accomplishments that paved the way for better and improved ways of doing business. It was a night of congratulations and appreciation for everyone's efforts in turning the group's vision into reality.

The place fell into solemn silence when

the three service awardees were introduced and took centerstage. Everyone watched and listened intently to the heartwarming tributes that were each given to AEV FVP and Aboitiz Power SVP Miguel Aboitiz for his 20 years of service; Executive Assistant Marinet Belarmino for her 15 years, and Aboitiz Energy Solutions GM Aaron Berin for his 10 years of service.

Teams and individuals were given special awards for their active participation and preparation for the event. The winners were AEV-EXM for Best Team Photoshoot and LEX-Makati for Best Group. FVP-Treasury Gabby Mañalac and AGFI's Jowelle Ann Cruz were chosen the Male and Female Star of the Night.

# 2007 Passion for Better Ways Team Awards

This award was inspired by the Aboitiz tradition of working as a team. Named after our refreshed brand essence, the award celebrates and recognizes the prominent working style that is uniquely Aboitiz in character – that is, working teams who are

constantly DRIVEN, DRIVEN to seek better ways of doing things.

For the 1st Passion for Better Team Awards, 15 team entries vied for this coveted award under 4 categories namely: Driven to Lead, Driven to Excel, Driven to Serve – Customer

Focused and Driven to Serve – Corporate Social Responsibility.

The panel of judges was composed of ACO-AEV team leaders Delia Maderazo, Nancy Lim, Jasmine Oporto, Carol Ballesteros and Stella Sucalit.



**Driven to Lead.** This category is for breakthrough, cutting edge and trend setting team projects. The project must be a bold, pioneering move, most likely a first of its kind. This category speaks of innovation and leapfrogging initiatives, challenging accepted and traditional approaches by coming up with different and unconventional solutions.

**Winner: The 1st Aboitiz Future Leaders Business Summit**  
**By Human Resources & Quality and the Summit Working Committee**

This team launched the first-ever Aboitiz Future Leaders Business Summit, making it possible for Aboitiz to reach out to the youth and take the opportunity to make a lasting impression in their minds about what Aboitiz is and what it stand for. The summit showed passion for better ways in action, from the officers as presenters all the way to the tireless volunteers. It is the Aboitiz way of affirming and inspiring its continued belief in the unique and outstanding capabilities of the Filipino youth.



**Driven to Serve – Customer Focused.** This category is for projects that are customer focused. Projects that are designed to improve customer service, customer retention and customer satisfaction fall under this category. This category dwells on customer-driven team projects, those that have successfully created value to customers and stakeholders through excellent service and responsible action.

**Winner: The Loan Refinancing Template Project**  
**By the Treasury Services Group**

This team developed a standardized template for loan agreements that represents the best possible features beneficial to the borrower, based on years of experience with various borrowing transactions.



**Driven to Excel.** This category is for projects that aim for continuous improvement and achieving greater efficiency. It is characterized by a constant pursuit for excellence regardless of seemingly small steps undertaken by the team. This category speaks of the effort of the team to constantly adapt to the changing demands of the times and to be responsive to the changing needs of the business environment.

**Winner: The ACO, AEV & ACO Stockholders Migration Project**  
**By Accounting, iCSD and Corporate Audit**

With the migration to Oracle, this team saw this as an opportunity to implement all the system enhancements and improvements they wanted to attain. Significant savings were also realized through the team's drive to develop their Oracle competencies rather than depend on consultants.



**Driven to Serve – Corporate Social Responsibility.** This category is for projects that are CSR-focused. Projects that are designed to positively promote the company's brand / image fall under this category. This category dwells on CSR-driven team projects, those that have successfully created value to the community and company stakeholders through responsible action.

**Winner: The 2006 Aboitiz Annual Outreach Program**  
**By the Outreach Committee.**

This program was initiated and organized by this cross-functional team to provide assistance and bring Christmas cheer to over 400 children from Barangay Mambaling, whose houses were gutted in a tragic fire.



## Antonio Go is Pilmican of the Year

By Janice Ubaldo



Mill Manager Antonio "Tony" Go is the tenth recipient of the prestigious Pilmican of the Year award. The award goes to employees with exemplary performance manifesting the world-class mindsets of analytical thinking, continuous improvement, customer-focus and teamwork.

Winning the award last December 8, Go joins the roster of Elite Circle of Winners, together with a plaque and a cash prize. In his acceptance speech, he stressed that the award honors both him and his team.

Among the achievements credited to him are an increase in mill load after the successful conversion of A mill set up, fit for soft wheat milling, maximizing hard and soft flour extraction, and increasing mill flexibility to ensure timely delivery of products. Performance metrics were formulated and implemented. Moreover, some existing equipment were improved and converted to minimize unserved orders and shorten lead times.

Engr. Go joined Pilmico in 1980 as a temporary employee, and was assigned at the Kelp Mill Division. Soon after, he was regularized and then assigned at the Maintenance Division as general utility man and mechanic aide. In 1981, he was moved to the Mill Division as operation trainee, after which he became a trick miller.

In 1991, Engr. Go became Assistant Mill Superintendent, and a year later, Assistant Mill Manager, until he became Mill Manager, the highest post in the division. New challenges awaited him and so in 1999, he became Warehouse and Distribution Manager. In 2003, he was assigned again to the Mill Department.

## Welcome to the Team!



### Juan Manuel J. Gatmaitan

*Project Development Manager, Aboitiz Power Corp. – Makati*

Jay was formerly with Mirant Philippines as Manager for Commercial Group–Visayas and New Businesses with extensive experience in project development.

He is a graduate of the Ateneo de Manila University with a Management Economics degree. He took his MBA at the RSM Erasmus University, Rotterdam, The Netherlands.



### Mary Jean Magluyan

*Treasury Admin Assistant, Treasury Services Group*

Mary Jean previously worked with Red Ribbon Bakeshop as accounting staff for payables, payroll and store accounting. She graduated from the University of St. La Salle with a degree in Management Accounting.



### Carmille Marie F. Golez

*Finance Analyst, Corporate Finance Group*

Carmille was previously with PunongBayan & Araullo auditing firm as associate auditor and with the American Gunit Inc. Lehigh Construction Co., in Los Angeles California, as accountant.



### Roxanne Gimena

*Finance Assistant, Treasury Services Group*

A certified public accountant, Roxanne graduated with an Accountancy degree from the University of Southern Philippines. She previously worked with BDO EPCI and Aboitiz Transport System Corp. as accounting staff.



### Wenifredo S. Segoron, Jr.

*Company driver, ACO Makati*

Fred was formerly employed with SM Supermarket and MC Home Builders Depot.

## Welcome Back!



### Emma Bernad

*Training and Development Manager, Corporate HR*

Emma was previously with Aboitiz & Company as a Seconded HR Manager to AboitizLand and Aboitiz Marketing. She is a certified facilitator of Stephen Covey's "7 Habits of Highly Effective People". A BS Psychology magna cum laude graduate of the University of Santo Tomas, Manila, Emma is experienced in Human Resource Management & Development Services, OD, Marketing, Branding, and BPO Operations. She pioneered sourcing and branding for Convergys Cebu as Senior Manager for Client Services.



### Atty. Nicole Cimafranca

*Junior Lawyer, ACO Lex–Cebu*

Formerly an ACO project-based paralegal, Nicole is now a junior lawyer for the Labor & Litigation Group. She is a Bachelor of Laws graduate and a Political Science cum laude graduate from the University of San Carlos. Before coming back to ACO, Nicole was an associate attorney at J. Neri & Associates law office.

## Ernesto Aboitiz receives papal award



Ernie Aboitiz with his Knight of St. Sylvester medal given by Pope Benedict XVI through Cebu Archbishop Ricardo Cardinal Vidal.

Former Davao Light President Ernesto R. Aboitiz (ERA) and 13 other Cebu lay leaders were presented with papal awards by Cebu Archbishop Ricardo Cardinal Vidal on September 6 at the Cebu Metropolitan Cathedral in recognition for the service they have rendered for the Roman Catholic Church.

On behalf of Pope Benedict XVI, the cardinal awarded ERA with the title "Knight of St. Sylvester", the second highest honor that the Catholic Church bestows on lay leaders, for his commitment to various advocacies through the Bishops-Businessmen's Conference.

During the ceremony, ERA wore a Cebu-made suit similarly designed to that of St. Sylvester and carried the sword from the Ramon Aboitiz Foundation Museum that his uncle Don Ramon brought during the same awarding in 1951.

"It is a family legacy and I borrowed it," he said.

In his homily, Cardinal Vidal said, "The fields of endeavor in which our awardees

are involved all reflect Catholic values and Christian principles. They manifest the richness of the Catholic vision, in which anything that serves humanity is included, and all are directed to the glory of God."

ERA joined Davao Light in 1955 and became its president from 1970 until 1987 when he resigned to assume the presidency of National Power Corporation (NPC). He was appointed to the post by former President Cory Aquino on the basis of his experience and credentials as a professional electrical engineer who headed two of the best-run electric utilities in the country, Davao Light and Cotabato Light. He also had gained some prominence by acting as Chairman and General Manager of the Mindanao Development Authority between 1972 and 1975, as well as for his involvement in such civic initiatives as NAMFREL. In 1991, he became NPC Chairman and served until 1992.

Now a retired consultant for Davao Light and Aboitiz & Company, ERA played a major role in the expansion and consolidation of the Aboitiz power group. The 150 MVA



### SGP joins ACG

Stephen G. Paradies (SGP) has joined the Construction Group as ExCom member. He currently holds several other positions in the Aboitiz Group. These are SVP-Finance of ACO, CFO/CIO of AEV, and, director of UnionBank, Union Properties, International Container Terminal Services, Aboitiz Jebsen Bulk Transport Corp., Pilmico Foods, Fil-Am Foods and FBMA Marine.

SGP studied at La Salle University in Manila from elementary to high school and completed his Business Management degree at Santa Clara University in California.

A cool guy, he enjoys sports and golf. *(Zeny N. Novabos)*



substation and control center in Bajada built in 1995 is named after him.

Married to Marie Ybañez, he is the father of Davao Light President AI, VECO Chief Operating Officer Jimmy, and Pilmico Chief Financial Officer Tonio. His daughters are ZGO Assistant Vice President Michelle and fitness guru Tina Aboitiz-Juan.

## ATMC installs officers, inducts new members

By Olyzza Oyangoren

With the theme "Jazz up your Jeans", the Aboitiz Toastmasters Club (ATMC) members as well as Toastmasters from other clubs convened at Montebello Garden Hotel last September 18, 2007 to celebrate the induction of new members and the installation of ATMC Officers.

The event was graced by no less than the Immediate Past President of Toastmasters International – DTM Johnny "Pawe" Uy and Aboitiz Group Foundation Managing Trustee Sonny Carpio III as keynote speaker.

Since it aims to hone the communication skills of its members, ATMC came up with the theme "Transform through Toastmasters" for this Toastmasters year under the leadership of its newly elected officers: President – ACG/CL Riella Mae Baguio; IP President – ATMB/CL Jovy Tan; VP Education – CC/CL Mervyn Hermoso; AVP Education – ATMB/CL Welda Catalya; VP Membership – CC Joey Rivera; AVP Membership – TM Aura Rose Tingzon; VP Public Relations – CC Dante Naga; AVP Public Relations – TM Heidi Odchigue; Secretary – TM Ivy Eleanor Uy; Asst. Secretary – TM Douglas Subang; Treasurer – TM Olyzza Oyangoren; Asst. Treasurer – TM Edelyn Juntilla; Protocol Officers – TM Dary Aran and TM Jade Garzon.

Inducted as new members were TM Tiffany Brigoli, TM Reil Enricoso, TM Roselle Banquerigo, TM Magno Dionson, TM Aura Rose Tingzon, TM Ramny Guatelara, TM Mia Zamora, TM Enrique Corrales and TM Arfeli Fernandez.



Immediate International President for Toastmasters International, DTM Johnny "Pawe" Uy, flanked by Aboitiz Toastmasters Club members and Aboitiz Group team members, hands over the Awards of Distinction to Aboitiz Toastmasters Club.



Oath-taking of the newly elected officers (L-R) Protocol Officers – TM Dary Aran; Asst. Treasurer – TM Edelyn Juntilla; Treasurer – TM Olyzza Oyangoren; Secretary – TM Ivy Eleanor Uy; Asst. Secretary – TM Douglas Subang; AVP Public Relations – TM Heidi Odchigue; VP Public Relations – CC Dante Naga; AVP Membership – TM Aura Rose Tingzon; VP Membership – CC Joey Rivera; AVP Education – ATMB/CL Welda Catalya; VP Education – CC/CL Mervyn Hermoso; IP President – ATMB/CL Jovy Tan.



AGFI Managing Trustee Sonny Carpio, the event's keynote speaker, with ATMC President ACG/CL Riella Mae Baguio (right) and IP President ATMB/CL Jovy Tan.



Induction of new members (from left) Ramny Guatelara, Tiffany Brigoli, Magno Dionson and Aura Rose Tingzon.

## ATMC and ATS Toastmasters Club hold joint meeting

By Jovy Tan



Caption: ATMC and ATS TMC members with guests

The Aboitiz Toastmasters Club and the ATS Toastmasters Club held a joint meeting with the theme "Corporate Social Responsibility: The Aboitiz Way" at the ACO-AVR last October 11, 2007.

Prepared speeches were delivered by CC Elena Carnacer who talked about the implementation of corporate social responsibility in the Aboitiz Group; ACB Arne Alfajardo spoke about partnership with the community through Community

Service Involvement (CSI), and ATMB Arfeli Fernandez talked about the power of giving through employee volunteerism. After the speeches, ATMB Jovy Tan moderated a panel discussion.

The meeting held at the Aboitiz Corporate Center enlightened the audience on how much the Aboitiz Group Foundation, Inc. has done and is doing for communities where Aboitiz companies operate.



# Aboitiz Groupwide Treeplanting 2007 **‘Follow your passions for a better environment’**

By Marty Macariola



In recent years, a lot of people have started to come around to having the mindset of keeping a greener environment. At the forefront of this drive is the Aboitiz Group, which has found a way to level up this concept by annually planting indigenous trees necessary for the growth of our ecosystems.

Last October 6, 315 team members from ACO, AEV, Aboitiz Power, AboitizLand, VECO, UnionBank, FBMA, 2GO, SuperCat, CIPDI, Pilmico Foods Corporation and the Aboitiz Group Foundation came together to participate in this year's Aboitiz Groupwide Treeplanting held in Busay, Cebu City.

Roberto Aboitiz, Tristan Aboitiz and 45 delegates to the Aboitiz Future Leaders Summit also joined the event.

Before the treeplanting proper, Tonio Aboitiz gave a talk on the history behind the Aboitiz's drive for the reintroduction of indigenous tree species back to Cebu.

Kent Durangparang, a Biodiversity Officer of RAFI, discussed the relevance of indigenous trees.



# aboitiz

## CHRISTMAS OUTREACH 2007

For three years now, Cebu-based Aboitiz team members have been sharing their blessings with less fortunate children every Christmas time.

The 2007 Christmas Outreach was held last December 8 at the Aboitiz Corporate Center grounds with 300 children. Team members handpicked 200 kids from their own communities while the other 100 came from neighboring barangay Barrio Luz in Banilad. Also joining the activity were 43 delegates of the Aboitiz Future Leaders Business Summit.

A "Makulay ang Buhay" dance number was the lively start to the program, after which Steve Paradies delivered the opening remarks.

All the kids had their pictures taken with their big brother/sister at the Santa Booth. Popcorn, cotton candy and ice cream were available

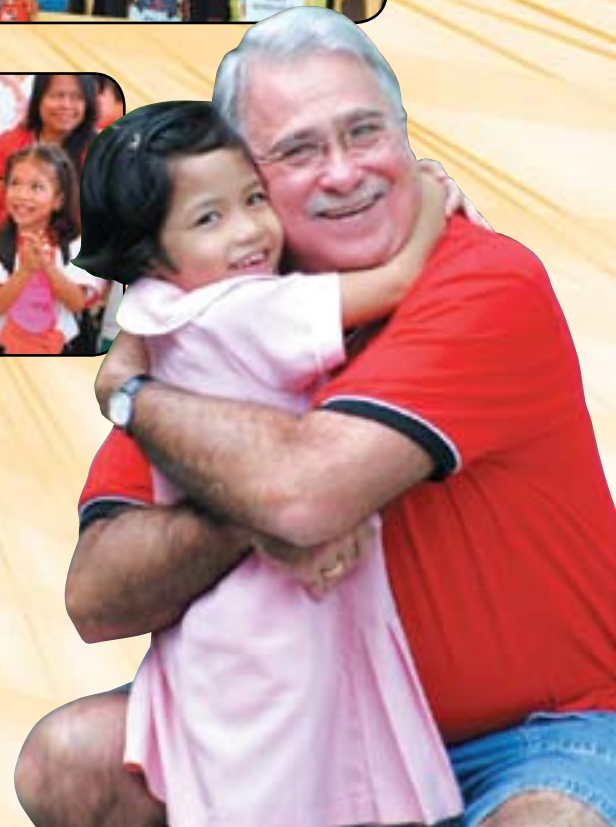
while waiting for their turn to sit on Santa's lap. Breakfast and lunch were also served.

Entertainment for everyone included a pantomime, a puppet show, some magic and a dance by the Jollibee mascot. After the event, each child brought home a school bag with school supplies, a Samaritan Box filled with gift items, a frame of their picture with Santa, and a bag of groceries.

Everyone was exhausted at the end of the event but this did not take away the happy smiles on the children's faces. *(Jovy Tan)*









# ACO Makati Christmas Outreach

ACO Makati teams held their annual outreach program with the children of Barangay Pio del Pilar in Makati City last December 15, 2007. The kids received amazing treats and wonderful gifts from their big sisters and brothers for the day. A special show featured entertaining antics and tricks of a magician and a ventriloquist that were met with cheers and applause from the young and not so young.

The event was led by Aboitiz Group Foundation Managing Trustee Sonny Carpio and AGFI Project Officer Jowelle Ann Cruz. *(Uny Calma)*





## 2007 External Counsels' Cocktails

# Meeting New Friends, Maintaining Solid Relations: Legal Ties That Bind

By Nicole Cimafranca

ACO-LEX hosted cocktails for its external counsels at the Casino Espanol de Cebu last November 16. Lawyers from the most prestigious law firms from different parts of the country went out of their busy schedules and graced the affair. The ACO-LEX team came in full force to entertain the guests, and everyone had their fill of food, wine and conversations.

Taking the lead was Tonio Aboitiz, former ACO-LEX AVP and currently Pilmico CFO, who hopped from group to group, making sure that everyone was having a great time. The buffet table was filled with food and bottles of the Casino's best vintage wine were a-flowing. And when you're in the company of lawyers, one thing is for sure, the food and wine may run out but you will never run out of great conversation.

As a nightcap, everybody felt groovy and shook their booties. Putting on his dancing shoes, Sherwin Quilatan hit the dance floor and danced to EWF's "It's a Celebration". As if in a trance-like state, everybody followed and, in no time, the dance floor was filled.

Within those few hours, everyone had made a connection and made new friends. It was one fabulous night, truly an affair to remember.



Txabi Aboitiz with MCLE speaker Atty. Job Ambrosio.



Aboitiz executives Jim Aboitiz and Cholo Bernad.



Acolex Corp. Sec. head Leah Geraldez with Atty. Randall Tambayoyong



Tonio Aboitiz, formerly with Acolex, gives the welcome remarks.



Acolex contracts lawyer Wilma Kho chats with Atty. Michael Enriquez.



Joseph Tugonon, head of the Acolex Tax Group, and Tina Gabutina of the Labor-Lit Group, acknowledge the presence of Aboitiz executives and external counsels in the affair.



Cathy Atay of the Acolex Corp Sec Group gives a brief talk on the different businesses in the Aboitiz Group.



The Aco-Lex ladies clown around Atty Nonoy Cordova.



Maintaining solid relations: DLPC's Bobby Orig and Art Milan with Poblador Law Offices' Atty. G.T. Reyes and Atty. Dan Calica and Acolex labor-lit lawyers Lea Cabrera and Tina Gabutina, together with Alice Morada.



A round of applause for the efforts of Acolex and the achievements of its external counsels.



Atty Visminda Damayo is all smiles with husband Atty Gandhi Truya, Atty. Michael Enriquez and Atty. Mark Oplado



Pilmico CFO Tonio Aboitiz with external counsels (from left) Francis Khu, Bong Zamora, Bert Padilla and Julius Raboca.



Sherwyn Quilatan of DLPC, Philip Moleno of APC, and external counsel Miguel Mathay on the dance floor.



A smiling Beverly Tolentino of SNAP



The Aco-Lex Team shown all glammed up, strike a pose for the camera before the start of the party.



# ACO Cebu's Winter Wonderland

Last December 14, Aboitiz and Company held a Winter Wonderland party at the Mediterranean Hall of the Waterfront Cebu City Hotel.

Team members and team leaders alike participated in show-stopping production numbers, wacky games and a Secret Santa revelation to celebrate the holidays.

The highlight of the evening was the honoring of company retirees Alvin Aranda of Admin Services, Maria Sandalo of Legal, and Prima Cantil of Accounting. (*Mia Zamora*)





## Retirees



Amai Sandalo with Jasmine Oporto, Erramon Aboitiz and Jon Ramon Aboitiz



Prima Cantil with Steve Paradies, Melinda Bathan and Jon Ramon Aboitiz



Alvin Aranda with Txabi Aboitiz, Nancy Lim and Jon Ramon Aboitiz



## ACO Makati's A Night in Jaipur

ACO-Makati teams had an exotic and colorful "Night in Jaipur" Christmas Party on December 6 at the Prince of Jaipur Bar and Resto at The Fort in

Global City, Taguig. Everyone came in colorful Indian costumes. Prizes and surprises were given to lucky team members and team leaders.





# dancing with the media stars

The Aboitiz Group Christmas Party for Cebu Media with the theme "Dancing with the Media Stars" was held last November 29 at the Grand Ballroom of Casino Español de Cebu. Friends from Cebu's tri-media had fun playing "dance-related" games, including the wacky "Dress up Your Dancer" contest. Several couples displayed their dancing skills through three phases of the ballroom dancing showdown.

Txabi Aboitiz, team leaders and team members also performed dance production numbers with popular music from the 1960s to the present.

Not only were prizes given to those who gamely joined the games; those who preferred to just sit it out and mingle with the Aboitiz executives likewise received prizes. All media guests also took home a loot bag distributed by the executives, most of who came to the party wearing red shirts. *(Ganzo Sederiosa)*

