

WOMEN'S

Issue 3

GUIDE TO BUSINESS

March 2017



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PHOTOGRAPHER

*Special thanks to Ana Bobadilla
and Russel Joy Rivera*



ON THE COVER:

Maymay Liechtenstein, Evelyn Singson, Yoling Sevilla,
Dick Baladad, Boots Garcia, and Monette Hamlin;
(seated) Chit Juan and Chiqui Go

Shot on location at Dusit Thani Manila

Looking back and *Looking forward*

On its 20th year, Women's Business Council Philippines (WomenBizPH) continues to work on foregrounding economic enablement as an instrument for Filipino women to achieve true gender equality and to realize relevant gender diversity. Either by sheer example or grit, this involves prompting the traditions that shape how decisions are made by women at home or the workplace, as well as the drivers that encourage voices to communicate their noble industry, plus what is important to them and the next generations.



This is ethics, passion, and influence at work—and when the women of the council come together for something they believe in, expect big things (or things that matter to women) to happen.

As the lead private sector partner of the Department of Trade and Industry, WomenBizPH has collaborated with many government initiatives that focused on women and the economy since 1997. This includes providing platforms for mentorship, business matching, networking, entrepreneurial and leadership development, and financing.

As policy advocates, we have embarked on a series of research that focus on issues affecting women's productivity and contributions to sustainable development goals so we can better recommend meaningful and relevant programs.

WomenBizPH also aims to continuously engage society in discussions on the role of women in various areas of interest including politics, agriculture, international involvement, social enterprise, and even spiritual development. We remain consistent in organizing or giving these talks that combine the personal and the professional, fully aware that leadership is inclusive, collaborative and has many facets so we

can have an exciting showcase of best practices that are women-led or women-inspired.

Finally, we have been able to extend relationships and build networks among fellow women in the ASEAN region and among APEC economies where mutual exchanges of knowledge, skills, and capabilities have built trust, cooperation, and harmony.

As hosts of the ASEAN's 50th anniversary, we are again proud to co-organize the ASEAN women conference and events, together with the DTI and other government offices which we have partnered with during the successful APEC Women and the Economy Forum (WEF) last 2015. It is always an honor to be able to serve our country through such opportunities that focus on themes closest to our hearts.

And so we are the Women's Business Council Philippines. We will continue to initiate and inspire ethics, to flame the passion and commitment of nationalism, and to influence change for the betterment of Filipino women in the economy for the next 20 years and more.

CHIQUI E. GO

President
Women's Business Council Philippines



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WOMEN TO WOMEN

ASEAN Outlook

WomenBizPH gives advice to women entrepreneurs on expanding to the ASEAN market



"In doing any kind of business (local or international), creating a compelling value proposition is important so you

are differentiated yet relevant to your customers. Therefore, understanding your target market—especially in an ASEAN context—will include not just having a grasp of their purchasing behavior (and what satisfies their needs and wants), but connecting with them in a deeper, cultural way that gives pride (and value) to being ASEAN."
—ChiQUI E. Go



"First, visit the different ASEAN countries and get to know the culture—how similar or different it is from yours. Then, make friends and check who can be a good business partner."
—Pacifa U. Juan



"Know and understand what your customers need and want. Think outside the box. Be creative."
—Ma. Aurora Geotina-Garcia



"Be open to new ideas. Seek opportunities. Innovate, innovate, and innovate..."
—Benedicta "Dick" Du-Baladad

The New Digital Market

Creating social conversations and brand engagement

By MARILEN FONTANILLA

It's been 25 years since the World Wide Web forever changed how we communicate and connect. The Internet has grown to become an integral part of everyday routine. According to We are Social's Digital in 2017 Global Overview, Filipinos spend the most time on social media out of 30 key economies, averaging more than three-and-a-half hours in a day.

Apart from the digital revolution, the market mix is slowly changing. Millennials are tech-savvy and tech-dependent, discovering brands through influencers and now comprising 25% of the population. Gen Z or Digital Natives—about 30% of the population—are self-aware, self-reliant and technology-innate, communicating through images and video generation.

In this evolving landscape, marketing has to find a way to open social conversations and connect with the target market. Thought leader Margot Torres, executive vice president and deputy managing director of McDonald's Philippines, discussed five points to drive social connections and engagements with these markets at The Business of F&B Innovations food conference.

AUTHENTICITY

"Trust matters. A brand that stays true to its values will be more authentic," Torres explained. "When up against a challenging crisis, being truthful rather than giving generic motherhood statements in a press release counts."

ENGAGED

"The market wants to be engaged with trend moves. What's trending right now? The brand has to be agile and quick," Torres cited.

IMMERSED

Torres stated: "Customers want to experience the brand in new ways. They live for the experience. Why not invite them into the world of the brand?" As such, McDonald's Lucky Drive promo noted the ever-present traffic situation and sought to alleviate the situation with drive-thru freebies for lucky car colors on certain days.

OMNIPRESENT

With everyone working across five screens, advertisers need to be able to reach customers everywhere from TV, laptop, tablet to mobile. "Practice the art of being everywhere," Torres advised.



Margot Torres believes that brand authenticity is delivered when the message is real. "It connects when it comes from real people with real stories," she says. McDonald's Philippines released an online film about young Daniel Cabrera—a boy from Mandaue, Cebu who was studying by the light of a McDonald's—and the MedTech student who took a photo and shared it on Facebook. The post went viral worldwide. Offers for help poured in and McDonald's pledged to give the boy an allowance until high school.

The French fries post that came up as soon as Miss France won the Miss Universe title was an example of brand engagement. Social listening inspires engagement.



USEFUL

"There are many ways to use technology in restaurants. It has to fulfill a fundamental utility in everyday life," Torres added. Apps that simplify ordering can enhance the brand experience for customers.

In today's competitive business landscape, brands need to understand how to organically reach their market through the digital sphere, while staying true to their roots and character.

The Felta Story

Changing Together in a Changing World By ANN KUY

With a mission to provide quality education through quality teaching materials, FELTA Multi-Media Incorporated (FELTA) has evolved constantly to reflect the changing needs of the academe. Known as the first purveyors of Philippine educational materials, FELTA brought in the much sought after Encyclopedia Britannica and the Library on Science and Technology, Math, Computer Science, Engineering and Values Education videos.

President and CEO Mylene Abiva recalls the 50 years of the company's constant reinvention to keep up with the evolving educational landscape. These milestones were not without challenges. Abiva says, "The company went through a capitalization and financial restructuring when the Asian Financial crisis hit in 1998-2000. In order for FELTA to reach out to the educational system, a marketing strategy was reformulated to become more effective and timeless."

Amid the fast-paced changes, FELTA implemented an efficient inventory system with a unique and personalized distribution system for school clients. The company sustained

its leadership and pioneering efforts through the introduction of the latest technology relevant to schools.

With the advent of the new millennium in 1999, FELTA made moves to incorporate technology in learning. With the conferment of LEGO Education and INTEL Education of FELTA as their exclusive distributor in the Philippines came the realization that this was a time to assist schools through training programs on how education could be more fun and interactive.

Abiva's excitement over the company's continuing evolution is evident. She shares, "Change is the only thing constant in this world. FELTA continues to be fearless in introducing the latest and effective school technology for Philippine education. The financial investment on school technology is a constraint for schools, but FELTA handholds the schools to ensure that their investment on school technology will have an impact and lead to success."

FELTA's list of upcoming projects include artificial intelligence, Hololens, virtual reality, 3D content, advance

Mylene Abiva highlights some of FELTA's accomplishments over the years: the publication of Filipino Heritage, which was the first and only full color encyclopedia about Philippine history and culture; the introduction of audio-visual materials for classroom instruction and LEGO Robotics for Basic Education K-12; the manufacture and distribution of shockproof and water resistant tablets and computers; and content development for education devices.



Among the students who participate in the Robotics Program from K-12, about 90 percent of them usually study Science, Technology, Engineering, and Mathematics (STEM) in college. This is a loud call for what Mylene Abiva calls a "science-oriented society of creative critical thinkers." FELTA has kept itself relevant with instructional materials geared to make learning and teaching more engaging, interactive, and efficient.

robotics, e-books, educational content and robotics for the physically challenged, and solar-powered educational devices. With a special eye on robotics (nationwide robotics and ICT management, as well as the planning of training programs for the organization and competition in world robotics), FELTA has stayed true to what they stand for—First in Educational Learning Trends Always.



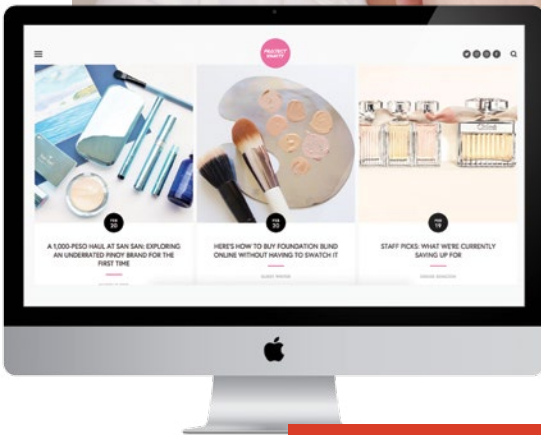
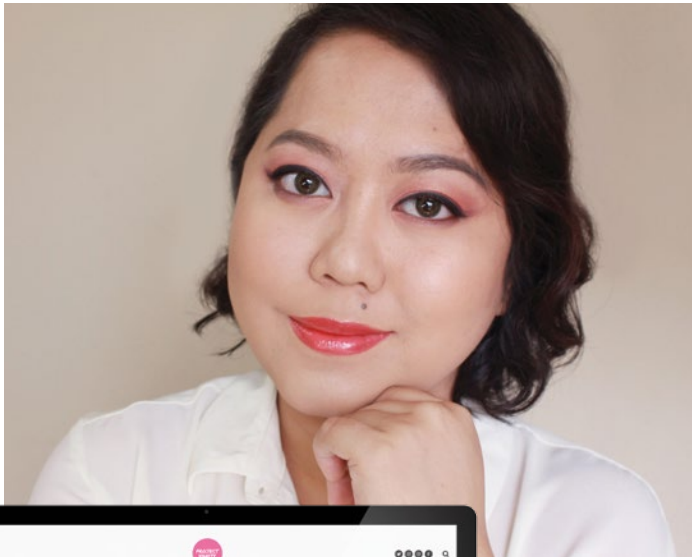
O-2-O Success

Discover the challenges and opportunities in e-business platforms.

By MARILEN FONTANILLA

The Philippines has become a booming e-commerce hub. According to the Department of Trade and Industry's Philippine E-Commerce Roadmap (PECR) 2016-2020, "The Philippines is currently estimated to have the fastest growing Internet population in the world, with recent statistics estimating 530% growth over the past five years. At US\$1.15 billion in 2013, the e-commerce industry is projected to increase at a compound annual growth rate of 101.4% during 2013-2018. The B2C e-commerce market is projected to grow at 107.4% during the same period."

It was in this thriving digital landscape that a number of ventures have found success in virtual space. One such success story is Liz Lanuzo who started Projectvanity.com nine years ago.



ProjectVanity.com founder and editor-in-chief Liz Lanuzo used to do online marketing for a domain firm, before moving on to freelance for different media agencies as a copywriter and project manager. Lanuzo calls their site a beauty portal that allows visitors to learn and experience anything beauty-related.

“Communications is at the heart of e-commerce and community.”
—Meg Whitman, president and CEO of Hewlett-Packard

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DOT.COM BEGINNINGS

Lanuzo says, "I've been beauty blogging since I was in college. Eventually, as Project Vanity's community grew, I was able to incorporate a company to run it with a bigger team and more products and services." She continues, "After we incorporated, we launched the Project Vanity Kit, a curated kikay kit full of the team's favorite beauty finds! It allows our readers to try amazing products for less."

With Project Vanity getting about 350,000 page views and 150,000 unique visitors every month, it was an obvious choice to sell online. "We created a product we know would be of value to our demographic, and it's been doing great for us so far," adds Lanuzo.

CHALLENGES

"Finding the right suppliers in creating the kit was a challenge. We wanted a beautiful pouch and excellent printers to bring its concept to life, but it was tough finding suppliers for these at first. We learned that we really have to canvas and check against the actual quality of the work versus what is advertised," she recalls.

THE E-COMMERCE GAME

Lanuzo elaborates on the business. "Shipping beats perfection. Many entrepreneurs would focus on creating the most perfect possible product first, without realizing that it's already taking them so much time and money to create. Perfection is actually just one factor. There's

price, demand, distribution, and marketing (among other things) to consider. Focus on creating a great product and then move as fast as possible to release it to your market. Calibrate as you go along and as you learn more about the market."

According to PECR, "As more countries measure the impact of their Internet economy in relation to their GDP, the action agenda listed in PECR views e-commerce as an economic growth enabler and the Philippines' competitive advantage."

With a maturing e-commerce market, Filipina entrepreneurs may just be a force to be reckoned with, as they conquer the digital space armed with the right product and business plan.



TECH *Drivers*

New applications are changing the way everyone does business.

By ANNA SISON-SORIANO

In the midst of the fourth industrial revolution, running a business has shifted from the old paradigm of proven business models. Today's businesses demand innovation driven by information technology, translating into smarter apps.

Indeed, the World Economic Forum's Global Challenge Insight Report, *The Future of Jobs*, states: "Technological drivers of change are mobile internet and cloud technology, which enables more efficient delivery of services and opportunities to increase workforce productivity; and advances in computing power and big data sets systems in place that makes sense of the unprecedented flood of data these innovations generate."

As information technology evolves, more business tech tools are now readily available with just a few clicks of a mouse. Businesses have embraced the innovation paradigm by utilizing technology to create efficient changes.

Discover how some digital tools provide convenient and multi-purpose business solutions, improving business in several ways:

MARKETING

Web pages have become the new communications and marketing arm for most businesses. Internet marketing with online advertising has proven to be more accurate in reaching the target audience, and building a marketing campaign based on their online habits.

Among these new marketing tools is Clickfunnels, an app that enables users to create and personalize their own web pages according to specifications and offers different kinds of funnels (representations or visual models that incorporate steps aimed towards selling or marketing the users' products and/or services).

RESOURCE MANAGEMENT

Cloud computing has made it easier to work alongside employees from different areas, allowing for a more efficient use of time.

Google has a number of useful tools such as Google Drive. Beyond the free cloud storage, it allows for convenient synchronization with other devices and interfaces with other Google apps such as Google Docs, Slides and Sheets to seamlessly put together presentations. Google Keep allows for shared notes and task lists within different groups, that enhances productivity.

Asana Project Management maximizes the efficiency of employees by creating different tasks and assignments that are given to individuals or specific sales groups, setting reminders in order to meet deadlines while keeping track of the workflow and progression of projects.



PROBLEM SOLVING

Improved hardware and smarter apps allow businesses to have extensive data banks for analysis, forecasting, and planning. Tools like 7Shifts offers both online scheduling software and mobile apps, which cater to restaurants. It manages schedules of staff availability, shift changes and requests for leaves, allowing for easy communication between managers and their staff.



CUSTOMER SUPPORT

Customer access has broadened with the dawn of information technology, spanning multiple channels from telephone, email, social media, websites, and more. The right customer relationship management systems can help businesses understand customer behavior.

Hubspot CRM provides small businesses with an ideal customer relationship management tool, which lessens data entry through auto tracking of customer interactions (via email, social media, or mobile calls). It efficiently organizes the database of contacts and potential clients and updates the sales team of on-going transactions, then informs them of possible leads.



MAKING BETTER BUSINESS DECISIONS

Business decisions have to be based on solid data and market research. Video conferencing, social media forums, and online surveys are the more common sources for data gathering, but the proper platform can help improve the decision-making process.

Mobikon, a leading customer engagement and analytics platform for the hospitality industry, recently launched its entire product suite for the Philippines. This includes the:

- **mEngage**—a single dashboard analytics platform for CRM;
- **mConcierge**—a notification and alert app that manages operations and customer experience from ordering and reservations; and
- **mCampaigns**—an in-depth marketing platform for restaurants and mFeedback, which allows for real time diner feedback.

The unique feature about the platform lies in its single dashboard, which engages customers across digital channels, which includes Ordering, Reservations, Website, Feedback, Campaigns, and Loyalty.

Compared to downloadable apps, Mobikon is a B2B platform and focuses on providing a strong platform for F&B operators to engage their customers, build real time insights, and re-target them more efficiently. The cloud-based platform is plug-and-play and easily managed, with tech and on-call support provided by the local partner.

Strengthening BUSINESS Bonds

By ANN KUY

Key agencies, programs, and initiatives provide support to economic empowerment of women.

This year, International Women's Day on March 8, 2017 focuses on "Women in the Changing World of Work: Planet 50-50 by 2030." As the business landscape evolves, women have to cope with the forces that affect the workplace. Globalization, technology, new economic policies, and more have a significant impact on women's economic empowerment.

Amid all this, the country continues to be a hive for dynamic and creative businesswomen. Business has become more women-inclusive, thanks to programs and initiatives that seek the economic empowerment of women. In Grant Thornton's report, Women in Business 2016, the Philippines boasted of 49% of companies with women in senior roles, with only 9% of companies having no women in senior management positions.

THE MENTORING APPROACH TO ENTREPRENEURSHIP

In close partnership with ASEAN 2017, the Philippine government and the Department of Trade and Industry (DTI), Go Negosyo supports the nation in bringing about change by focusing its efforts on mentorship through the "Kapatid, Angat Lahat" program. With the exponential growth in both quantity and quality of women entrepreneurs in the country, Go Negosyo's focus on inclusive growth covers the promotion of women.

Aside from the consistent sharing of success stories of women, the ASEAN Women Entrepreneurs'

Network (AWEN), Women's Business Council of the Philippines and Philippine Women's Economic Network (PHILWEN) hold hands towards accomplishing the initiatives of Go Negosyo's "Kapatid, Angat Lahat" launched last August 1, 2016. Now tagged as "womenpreneurs"—short for "women entrepreneurs"—women in medium and large corporations can make their mark not only in the boardroom but most especially by touching the lives of small and micro entrepreneurs. It's the "Big Sister" helping her "Little Sister."

During Go Negosyo: Inspiring Stories of Women Entrepreneurs book launch, Vice President Leni Robredo issued a challenge to womenpreneurs, saying, "What the women on the fringes of the society need is mentoring. There is power in the mere thought that someone like you would care enough. There is power in the idea that you would take time for them."

USAID's GREAT WOMEN IN ASEAN

The United States Agency for International Development (USAID) is "the principal arm of the United States Government that offers technical and financial assistance to partner countries, such as the Philippines, and the citizens of those countries." It's an agency that has been empowering women up the value chain through the one ASEAN brand called GREAT Women (Gender Responsive Economic Action for the Transformation of Women) in ASEAN. This is in partnership with ASEAN SME Working Groups (SMEWG), US-ASEAN Business Alliance

for Competitive SMEs and the ECHOs Foundation (Empowering Communities with Hope and Opportunities through Sustainable Initiatives).

Through this initiative, skills are strengthened and unity and collaboration built through women mentoring women not only within the country but also among the ten ASEAN nations. With ECHOs Foundation as a private partner, the aim is to produce sustainable quality products that preserve culture through these platforms: economic empowerment, protect intellectual property rights, better market access, and skills and capacity building. Empowering women and sustaining culture and traditions are the two end goals of this collaboration.

INVESTING IN WOMEN INITIATIVE

The Australian Government, through the Direct Aid Program (DAP), is intently focused on the economic empowerment of women. Working with the public and private sector, a new economic program called "Investing in Women" will be a Manila-based ASEAN region initiative, providing the needed economic boost for women entrepreneurs in the Philippines.

As Australian Ambassador to the Philippines Amanda Gorely explains, "It involves a number of different aspects and is in the process of being developed now. One of the key parts is to identify a number of business partners—companies in the Philippines who can work closely with us as part of the initiative, who can implement policies in their workplaces, which will increase the economic participation of women. The Philippines has some very strong women in the private sector as well and this provides a good step forward."

Australia's active support for women entrepreneurs promotes female participation not only in social and cultural activities but also specially in economic development.

Investing in Women Initiative's brochure outlines the component's to this platform. Sourced from the Australian Embassy in Manila

INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

Australian
Aid 

INVESTING IN WOMEN

The what, why and how

www.investinginwomen.asia

WHAT

Improving women's economic participation, enhancing women's voice in decision making and leadership', and influencing the private and public sector environment to promote women's economic empowerment.



WHY

To catalyse inclusive economic growth and poverty reduction in SE Asia.

WHERE

Philippines, Indonesia, Vietnam & Myanmar

HOW

Establishing and supporting **business coalitions** committed to gender equality

Working with **impact investors** to increase investment in women's SMEs

Partnering with government on gender lens economic regulatory reform and women's economic empowerment

Advocating and building a business case for women's economic empowerment

BY 2020



More businesses achieve gender equality in their workplace



National counterparts take steps towards removing barriers to women's economic empowerment



Impact investment in women's SMEs has increased



Public attitudes are more supportive of women's economic empowerment

A 'full-potential' scenario in which women participate in the economy identically to men could add 30% to annual GDP in East and South East Asia in 2025 above a 'business-as-usual' scenario

(McKinsey Global Institute, (2015), The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion To Global Growth.)

LEAD

WomenBizPH is all about continuing the conversation and coming up with a network of likeminded women who want to be part of the solution to issues that matter. President Chiqui Escareal-Go asserts, "With women there are no egos. We just get things done right now. This is an action-oriented group of women."



20 Years of WomenBizPH

Two decades that changed the face of Filipino women in business

By MARILEN FONTANILLA

"In any organization, it is always about what you can give, not what you can take." This is the belief that has firmly guided Chiqui Escareal-Go in her role as the current president of the Women's Business Council Philippines (WomenBizPH). She is still amazed by the members who showcase the best examples of mentorship, as they selflessly take the lead and offer their expertise in various government and business partnerships that deal with women's issues.

PAST AND PRESENT

WomenBizPH is still going strong, 20 years after it was established in 1997 as a platform to address women's issues in business and to discuss possible policies that could be endorsed to government bodies and help women through business-focused solutions. The advocacy group is composed of the country's top women business leaders and entrepreneurs—an active force in looking for solutions to challenges women generally face in the conduct of their business. It



With over three decades in the hospitality business and still going strong, Dusit Thani Manila is ready to set new standards this 2017, retaining its status as one of the iconic five-star hotels in Makati City.

In the last two years, the hotel has already completed the refurbishment of its 200 guest rooms. Sarika opened after refurbishment and The Pantry—Dusit's new all-day dining restaurant—was successfully launched.

This year, another exciting chapter unfolds as Dusit Thani continues the soft re-fit of the remaining guest rooms, re-launches the new Benjarong at the ground floor and opens new office spaces at the fourth floor.

Dusit International is set to expand its horizons in the Philippines, with five hotels to manage in a span of three years. This expansion plan will be backed by the development of the Dusit Management Hospitality College as part of dusit D2. The college will be in partnership with Ecole hôtelière de Lausanne—overseeing the undergraduate and executive education programme—and Insitut Paul Bocuse handling the professional culinary, as well as food and beverage courses.

As Dusit Thani Manila faces the next decade, the hotel continues to demonstrate its commitment to deliver only the very best.

Dusit Thani
MANILA

Ayala Center, 1223 Makati City, Philippines
Tel: +63 (2) 238-8888 Fax: +63 (2) 238-8800 Website: dusitthanimanila.dusit.com

LEAD

promotes women-led and women-owned enterprises through networking and technology.

“There were a lot of power women then,” Go continues. “Senior women were establishing the way for us, to make it easier to get to where we are today. We are standing on the shoulders of giants.”

While the issues may have been more politically volatile during the post-martial law era, the intervening years have created more dynamism. More enablers emerged and there were more conversations about relevant and ongoing concerns. “Before, there was more exclusivity, but direct networking with the government enabled the ecosystem to be transferred to the present time and that has been sustained. Now, we’re dealing with globalization and technology, which makes us more equipped to pass on our legacy to the next generation,” says Go.

However, Go admits that certain issues have not changed. She relates, “The level of empowered women at the forefront of leadership still have the same passion and commitment but the issues are still the

same. With education and reproductive health issues, not a lot has changed. But the awareness is greater, because the network is wider, deeper and bigger.”

FORGING THE FUTURE

WomenBizPH recognizes that part of its task is to back research projects that would help establish the foundations that can advocate for the right policies. Go explains: “Melissa Gates said that to close the gender gap, we have to close the data gap. The thrust will be on more economic research, focusing on women in business and a plan for a research center.”

In the future, Go states WomenBizPH plans to do research on the economic contributions of housewives in order to quantify the value of their work. She quips, “How do you quantify this contribution to the economy? This is part of the ASEAN study on women’s contribution to economy and gender ranking at home.”

For WomenBizPH, empowering women lies in economic empowerment.



Meeting with DTI Secretary Ramon Lopez

“Issues like violence against women and human trafficking can be solved if we provide economic empowerment. We are fighting for the women entrepreneurs at the micro, small, and medium enterprise level and formalizing mentorship,” Go states.

WomenBizPH currently has around 30 actively registered members, maintaining its status as a by-invitation only group. Go points out: “Lots of women do want to be part of it but we want to make sure that it is a right fit with what each member can give.” Indeed, the group aims to have other industries represented, such as agriculture.

The past two decades have kept WomenBizPH constantly evolving, constantly seeking answers to important questions and issues that face today’s women. In this sense, it has already ensured its legacy of female empowerment.



APEC Women and Economy Forum in 2015



WomenBizPH Breakfast Forum with Global Summit of Women President Irene Natividad

1997

Women’s Business Council Philippines was formed to provide a platform to hear about women’s issues in business and to discuss possible policies that could be endorsed to government bodies to help women in general, through business-focused solutions.

2008

Became the international partner for the Global Summit of Women

2009

Started the periodical mentoring event, Women Mentoring Women, with over 200 women participants at the first talk

2013

With SGV Foundation, jointly published a book that celebrates the achievements of the country’s top women entrepreneurs, Aspirations & Inspirations: Filipino Women Entrepreneurs, written by Jessica Zafra

2014

DBP launched a special loan for women entrepreneurs called ILAW (Inclusive Lending for Aspiring Women Entrepreneurs), conceived with the assistance of WomenBizPH

2015

Participated as the private sector partner of the Department of Trade and Industry and Philippine Commission on Women in the Organizing Committee of the APEC Women and Economy Forum held in Manila

2017

The private sector partner for ASEAN hosting of the 50th anniversary and AWEN chairpersonship

ACHIEVEMENTS

- In collaboration with the Japan International Cooperation Agency (JICA), WomenBizPH developed modules on entrepreneurship training, like the Business Start-up Course (BSuC) and the Business Improvement, Survival, and Expansion Course (BISEC). These modules, first given in March 1999 at the Women’s Center in the Technical Education and Skills Development Authority (TESDA) helped boost TESDA’s program of promoting entrepreneurship
- The organization was cited by the Bureau of Gender Equality — which operates under the auspices of the International Labor Office in Geneva, Switzerland — as among best practices in the workplace on “Enabling Women’s Businesses to Flourish.”
- It blazed the trail for the generation of benchmark data on Asian women in business through the conduct of a Three-Country Study (Malaysia, Thailand, and the Philippines) in partnership with the Asian Institute of Management, the United Nations Development Programme, and the United Nations Office of Project Services.
- In 2015, WomenBizPH saw the completion of the study undertaken by De La Salle University, entitled “Inventory of Entrepreneurship Studies in the Philippines”—a comprehensive inventory of women’s entrepreneurship studies in the Philippines to serve as a resource for policymakers, government agencies, NGOs, and other research institutions in their decision-making concerning women’s entrepreneurship policies and programming.

LEAD

PHILWEN

Becoming stronger together

By MARILEN FONTANILLA



"For PHILWEN, we want to become the go-to in our country for women in business," PHILWEN Chairperson Ma. Aurora Geotina-Garcia clarified.

The need for a better, stronger women's group served as the foundation of the Philippine Women's Economic Network (PHILWEN). The group's chairperson, Ma. Aurora Geotina-Garcia, recalled, "We wanted to aggregate the organizations espousing women's empowerment."

The founding members are comprised of six women's groups that advocate economic empowerment at various levels. "We can't claim to have covered the entire spectrum but these six members do represent the top sectors of women's groups," Garcia further described the network they created.

From young entrepreneurs to seasoned executives—as well as middle management and young professionals—PHILWEN's members include the Network for Enterprising Women, Business and Professional Women Makati, Samahan ng Pilipina para sa Reporma at Kaunlaran, lead convenor Women's Business Council Philippines, as well as seasoned business leaders of Filipina CEO Circle and Women Corporate Directors Philippines.

Garcia laid out how PHILWEN plans to make effective changes in the economic landscape.

She explained, "One, we have strength in numbers with each organization's wider range and reach. Two, we are able to network amongst ourselves and able to do joint work through collaboration. Thirdly, we are able to represent and address the concerns of a wider group of women."

PHILWEN has a focused agenda to influence policies for economic empowerment. This includes engaging various government agencies such as the Philippine Commission on Women for the optimal use of the Gender and Development (GAD) budgets of LGUs, national government agencies or NGAs, and other government instrumentalities; representing Filipino business women in ASEAN and APEC meetings and global economic

forums; improving the numbers of diverse corporate boards, and engaging more women to have significant participation in industry and the corporate world, and in the MSME community.

"PHILWEN doesn't have to do all the things, since each organization has their strength. There's a different approach for everything," Garcia said, emphasizing the strengths of this network, "Once we have proven this model works, then we plan to invite more groups from different sectors like agriculture."

Garcia expressed a positive outlook for PHILWEN's future. "Every challenge is an opportunity. When you are trying to achieve the same goals, it will come naturally," she adds.



PHILWEN is already in the process of incorporating, after officially signing the Memorandum of Agreement last October 2016, and already gearing up for the year ahead. Present at the signing were (from left to right standing) Beatriz Lim (Managing Director, Team Asia), Raquel Cagurungan (Filipina CEO Circle, Inc.), Farah Alvarado (Network for Enterprising Women), Atty. Dick Du-Baladad (VP, WomenBizPH), Jenny Lind Elmaco (Trustee & Executive Director, SPARK Philippines), Sharon Dayoan (Women Corporate Directors). From left to right seated, Jeannie Javelosa (Chairperson, BPW Makati), Cristina Concepcion (President, Filipina CEO Circle, Inc.), Myren Garcia (Founding President, Network for Enterprising Women), Boots Garcia (past Chair & Board Advisor, WomenBizPH), Vicky Garchitorena (Founder and Trustee, SPARK Philippines), Chit Juan (Co-Chair, Women Corporate Directors).

LEAD

BPW Makati

Carving a Space for Women

By NANA NADAL

Business and Professional Women (BPW) Makati was established in 2013 as one of the Philippine chapters of the 98-country strong and 87-year-old International Federation of Business and Professional Women.

"It is a space where the younger people could come together," describes Jeannie Javelosa who chairs the group and refers to herself as "the bridge between the veterans and the next generation." She explains, "Their issues are a little different from ours. It's coming to a nice balance because we're also listening. You can't be a bridge to something new if you cannot understand the new."

Javelosa went on to say, "There's a natural mentoring link with the more experienced members of the Women's Business Council of the Philippines." This comes into play through the various activities of the organization, mostly talks in intimate settings of 25 persons or so. Some of the past topics discussed include work-life integration,



Torn Between Two Loves: Talk on Balancing Career and Relationships at A Space Gallery. L-R: Niña Terol (BPW Makati founding member), Chiqui Escareal-Go, Riva Galveztan, Jean de Castro, Monette Hamlin

women's rights, financial planning, career transition, entrepreneurship, technology, leadership, and community service.

Regular sessions of "Night of Nothing"—gatherings where there is no set agenda except to connect—has allowed for a deeper bond amongst the participants. Javelosa points out: "Where else can you have a CEO of a multinational talking to you?"

BPW Makati adheres to and promotes the Women's Empowerment Principles: establish high-level corporate leadership and gender equality; treat all women and men fairly at work—respect and support human rights and non-discrimination; ensure the health, safety, and well-being of all workers; promote education, training, and professional development for women; implement enterprise development, supply chain and marketing practices that empower women; promote equality through community initiatives and advocacy; and measure and publicly report on progress to achieve gender equality.

"The empowerment angle comes from being whole. Before you can succeed, you have to be whole. There is focus on what am I really and the wholeness of yourself as a woman, on how to balance the EQ and the IQ," says Javelosa.



Night of Nothing at A Space Kitchen L-R: Mazhriel "Maze" Mercader, Angelica Umali (BPW Makati VP), Beatriz Lim, Arianne Saga, Imelda Canuel, Cherry Kho, Jeannie Javelosa (BPW Makati Chairperson), Jenifer Tayobong



SPARK

Lighting the Way for Filipina Entrepreneurs

By NANA NADAL



At the launching of Likhang Pilipina From L-R: Rowell Recinto, management consultant of Amanita Centre Inc; Lorna Fabian, vice president Leasing Department of Araneta Centre Inc.; Amelia Zorayda Alonzo, SPARK board of trustee; Emma Asusano, OIC regional director DTI; Senator Risa Hontiveros, Likhang Pilipina guest speaker; and Victoria Garchitorena, SPARK founder and chair

With their belief that women should get involved in governance and participate in our nation and community's affairs, SPARK or Samahan ng mga Pilipina para sa Reporma at Kaunlaran, stands on two pillars: gender and development (GAD), and women empowerment and women entrepreneurship.

On the GAD side, SPARK works with government agencies and local government units for training on the guidelines of the GAD law, which mandates that 5% of all government funds must be used for GAD to ensure that women have equal participation and opportunities, are not harassed, and not discriminated against. "Unfortunately, most government agencies don't know what to do with the allotment and they are called out by the Commission on Audit for not using it properly or not at all," explains Vicky Garchitorena, who founded SPARK in 2012.

For the women empowerment and women entrepreneurship aspect, SPARK has conducted several programs in partnership with various international funding agencies and local foundations. The circle of changemakers and servant-leaders is relentless in finding resources—always open, tapping

their networks, and working with those who share their mission. "We go wherever help is needed. You never know who needs help," she says.

SPARK's current focus is the recently-opened Likhang Pilipina retail outlet in Ali Mall, Cubao—a partnership with the Department of Trade and Industry, the office of the Quezon City Vice-Mayor Joy Belmonte, and Araneta Center. The store shelves carry a variety of goods produced by women such as scented candles, hand towels, leather shoes, fashion accessories, and food. And they're looking for more items to sell. "Women-owned micro and small enterprises and women livelihood programs that have no market can find a venue here. I think this is something that can really open doors for so many women, especially those who have dreams but do not know how to achieve them," Garchitorena offers.

Still in the pipeline are training sessions on skills relevant to building a business, such as financial literacy and packaging design. A monthly mini trade and tourism expo featuring the different provinces is also on the drawing board.

echostore
sustainable lifestyle

— artisanal — INNOVATIONS

Growing from traditional to competitive

By ANN KUY

What does it take for a sustainable lifestyle store to stay on top of product innovation?

ECHOstore Sustainable Lifestyle defines itself as a social enterprise and retail store carrying green, fair trade products created by marginalized communities from all over the Philippines. The first eight years of trailblazing the artisanal life and promoting local producers allowed ECHOstore the privilege of growing alongside the local artisanal industry.

Reena Francisco, ECHOstore president and sustainable living advocate, affirms this. "We help small producers from all over the country primarily because of our work with Philippine Commission on Women and the GREAT Women project. Then, we also have small producers who approach us with their products. We taste the products and see if these would sell well to our customers," she says.

More ECHOstore outlets were opened since then, making them easily accessible to producers in the south like Cebu and Davao. The next ECHOstore outlets will be in Cagayan de Oro and Baguio City.

ECHOstore is a haven to small suppliers, as it aims to be a venue for products that are made from the heart and not just for profit. Francisco likewise cites its openness to change and innovation as the driving force of its success. Moreover, its holistic approach to entrepreneurship ensures that there are benefits for both the small suppliers and the people who buy their products.

For ECHOstore, the concept of sustainable living is a lifelong commitment.

Together with the support and assistance of government offices like the Department of Science and Technology, Department of Trade and Industry, and Department of Agriculture—that have crafted programs to help small entrepreneurs improve their techniques—ECHOstore also make suggestions for niche market needs or specialty market demands from gluten-free, fat-free, and sugar-free products to the use of biodegradable packaging.

With the growing demand for green products, Francisco encourages artisanal producers with these words: "Dream big and see what you can aspire to become!"



Reena Francisco of ECHOstore Sustainable Lifestyle shares her thoughts on how to stay ahead sustainably. "Being open to suggestions and innovations is important. Be open to change."



Through collaborations with government agencies and artisanal producers, ECHOstore has been steadily innovating product design and composition. Their range of products include local vinegars and coffee. They have coconut-based products such as butter, nectar syrup, chips, flakes, and flour. There are spices such as sea salt, peppercorn, and chili flakes as well as bottled seafood favorites like tuyo, dulog, and tawilis. They also have healthy chips in veggie, cassava, kamote, mushroom, and other variants.

NETWORK FOR *Enterprising* Women

Breaking Ground

By NANA NADAL

“I couldn’t believe that my P5,000 start-up business is now the bread and butter of our family. From the seminars, I began to dream big,” recalls May De Vera of Sweetblooms Pastillas.

“They gave me the necessary breaks and opportunities to enhance my confidence and expand the business. The women inspire and help each other in meeting challenges in the business,” relates Judith Cinco of Imagere Watch Store.

These ladies are just a few of those whose lives were changed when they joined the Network for Enterprising Women (NEW). Established more than a decade ago, NEW provided a venue for aspiring and existing women entrepreneurs to share thoughts, talents, skills, and experiences to achieve success. Through an annual conference and monthly get-togethers, best practices are exchanged among women from ages 21 years old to past 50 who are in charge of a wide range of businesses—from electronics and importation, to schools and resorts.

NEW believes that entrepreneurship goes beyond knowledge and skills. It is also an emotional venture, making women the best candidates for entrepreneurship. “It is all about human relations—from providing for customers to maintaining a harmonious environment for the employees,” explains NEW President Myren Garcia, who owns MBCI Events Management Company and several other businesses providing auxiliary services. She adds, “Author and social business strategist Bryan Kramer said that there is no more B2B (business to business) and B2C (business to consumer). It’s all about H2H now—Human to Human. Women—stereotypical as it may sound—are quite adept at dealing with



The ladies of NEW at the SME Business Clinic, organized by MAP and PLDT SME Nation



One of the monthly get-togethers of NEW members with Carmela Dela Cruz of PSID, who shared her expertise in home office design

emotions, which makes them not only logical and practical entrepreneurs but also ones with empathy, understanding and heart.”

Paying it forward is always a part of their agenda, with proceeds from projects being shared with those in need. Currently, a partnership with a foundation is being ironed out to sponsor the education of underprivileged young women. “While profit is a goal in business, lending a compassionate hand should remain a prime objective in business,” emphasizes Garcia.



Women Corporate Directors

Diversifying the Corporate Field

By SAMANTHA RAMOS-ZARAGOZA

Diversity: it’s a common word heard throughout our generation. It encompasses inclusion, collaboration, and its influences. Women Corporate Directors Foundation (WCD)—a global organization powered by the world’s influential women and business elite—believes in the capacity of this word for worldwide corporations. “We saw the need to push for gender diversity in the boards of companies. Studies have shown that companies with diversified membership in its board of directors do better in business and we think that it is time to push for increased representation of women in corporate boards,” says WCD Philippines’ co-chair Sharon Dayoan, who serves as KPMG R.G. Manabat & Co.’s vice chair and head of audit.

KPMG, one of the global founding partners of WCD, thought it was fitting to form a Philippine chapter in 2013 with 60% of its members from top 1,000 Philippine corporations.

The Philippine SEC’s *The Code of Corporate Governance For Publicly Listed Companies* carried out in January 2017 explains how diversity is a move to “avoid groupthink and ensure that optimal decision-making is achieved.” Dayoan adds, “We think that with this development, now is the most opportune time for WCD to be active and gain momentum, to tap the women business leaders in the Philippines and increase the representation of women in corporate boards.”

With 75 chapters worldwide, WCD’s mission is to build communities globally. According to WCD Foundation chair and CEO Susan Stautberg, WCD aims to utilize leadership and best practices in corporate governance to expand the organization’s community. The goals are to secure worldwide board positions for deserving women, eliminate stereotyping, and address today’s corporate issues. With these in mind, WCD conducts studies to identify dilemmas and form

WCD Philippines supports the WCD Foundation’s belief that corporations with a diverse population and (more) women on boards will outperform their competitors in bringing higher shareholder value. Top photo shows its members comprised of global business elite (from L-R, seated) Tessie Sy-Coson (Chairwoman, Banco de Oro), Susan Stautberg (Founder, Woman Corporate Directors), and Vivian Yuchengco (Director, Philippine Stock Exchange) with other members.

solutions, provides platforms of turning ideas into actions, and holds worldwide trainings and conferences.

To date, the global effort has helped place more than 500 women on large public and private company boards and advisory boards. WCD Philippines, as an active chapter, will join the Global Institute in New York and the Asia Institute in India this year.



WCD members are among the world’s most powerful and influential women in business today who are at the top of their organizations—serving as directors, CEOs, COOs, divisional presidents, and other executive positions. Members include Pacita Juan (co-chair of WCD Philippines, treasurer and trustee of Peace and Equity Holdings Inc., president and co-chair of Philippine Coffee Board) and Ma. Aurora Geotina-Garcia (chairperson of WCD Philippines, owner of Mageo Consulting Inc., chairperson of Bases Conversion and Development Authority, director of BCDA Management and Holdings Inc., and chairperson of Heritage Park Management Corporation).

Filipina CEO CIRCLE

By SAMANTHA RAMOS-ZARAGOZA

CIRCLE

Shattering the Corporate Glass Ceiling

How many women are CEOs of top Philippine corporations? It's a question BPOI CEO and President Cristina Concepcion, KPMG Vice Chair Sharon Dayoan, and John Clements Consulting President and CEO Maria Carolina Dominguez posed. It was the answer—only 68 female leaders out of 770 companies—that propelled them to organize the Filipina CEO Circle (FCC).

Unlike other similar organizations, FCC's core advocacy "is to advance the status of women in corporations and shepherding the next generation of leaders to top posts," says FCC President Concepcion.

Formalized in 2015, FCC now has 43 members from leading domestic and multinational companies. Concepcion infers how meritocracy isn't just a question of skill but of desire. Through mentoring programs and a support system, FCC aims to shatter the glass ceiling that keeps women from advancing.

FCC's focus is clear-cut, holding forums in schools and in companies. Along with their grand launch held last September 2016, their focus centers on Inspired Conversations. The talks revolve around female CEOs—what FCC calls the NOW generation—who interact with future leaders, the NEXT generation.

The September 2016 FCC launch and half-day forum "Inspired Conversations: From the NOW Gen to the NEXT Gen"—where they also introduced their coffee table book 'Inspired'—answered the fundamental questions of middle to upper managers that no one addresses. Talks from networking and executive presence to work-life balance were



The speakers at the FCC launch of 'Inspired Conversations: From the NOW Gen to the NEXT Gen'

headed by the likes of Santiago Gaspar Cañeba Franco Law Firm's Joy Cañeba, John Clements Consultants Inc.'s Carol Dominguez, Insular Life Assurance Co.'s Nina Aguas, Microsoft Philippines' Karrie Ilagan, and BPI Family Savings Bank's Natividad Alejo, with introductions from Ombudsman Conchita Carpio-Morales, Womensphere's Analisa Balares, Congresswoman Vilma Santos-Recto, and many more. "It was an afternoon where you can wake up to the thought that I'm not alone in this journey and there are paths to this journey," Concepcion recalls.

FCC will hold another similar event by the end of 2017. They continue to be active in ASEAN and national events, as well as forums in schools and corporations they're invited to.



Advocating sisterhood in the supply chain

By LESLIE LEE

Addressing a gap or a need is something every business model aims to achieve. However, the uniqueness of the GREAT Women Brand—whose acronym stands for Gender Responsive Economic Actions for the Transformation of Women—stems from its concept. It connects women social entrepreneurs with women manufacturers and producers from indigenous tribes all over the country, focusing on beautiful products and responsible luxury. It also connects a development platform with commerce.

Simply yet brilliantly put, in GREAT Women Philippines Corporation President and Brand lead Jeannie Javelosa's words, "It's about women helping women in an inclusive supply chain." Another reach the pinnacle of success.

Born out of the development program between the Empowering Communities with Hope and Opportunities through Sustainable Initiatives (ECHOsi) Foundation and the Philippine Commission on Women (PCW), the GREAT Women Brand is all about women's economic empowerment (WEE). It is a social enterprise and an advocacy-driven brand that provides a platform for women, from all sectors of the supply chain—starting from the production line up to the time that it's out on the market.

GREAT Women is the gender-sensitive sister under the ECHOsi Foundation (the other being ECHOstore, which advocates green products). The products being sold in the GREAT Women Brand showroom are non-food. The carefully curated showroom offers various items in the fashion, apparel, gifts, and home category. A planned new direction for materials and components likewise allows designers to order and create limited edition collections, which the group will regularly offer in its pop-up ventures.

Javelosa has described the concept of the brand as a circle. She says, "There is no linear hierarchy, only a circle that spirals upward as we each put our strengths in to help each other rise."

This March, in line with Women's Month, GREAT Women will be kickstarting a gallery-style showcase wherein designers can look at swatchbooks, as well as purchase textiles and other components—on top of the staple items that continue to be produced by women groups and indigenous communities. It's another step in the GREAT Women Brand's advocacy to help women micro-entrepreneurs take their products to the global arena. They will also have their first GREAT Women Bazaar in a tie-up with Citibank the same month.

This year, Javelosa hopes to launch the online-portal that promotes both e-commerce and services with the plan of aligning tours such as visiting the women cultural communities to observe indigenous women practicing their craft.

Javelosa is excited about taking GREAT Women online, to further drive home the fact that technology is the best tool to boost women's advocacy issues—be they economically-focused, market-driven, or inspirational. It is, perhaps, the most effective catalyst to make women enterprises work together. After all, GREAT Women is already being "recognized by ASEAN as a best-case example of a gender platform and brand" and an exemplary demonstration of "how the government and the private sector are working together for market access."

GREAT Women Philippines Corporation President and Brand lead Jeannie Javelosa and the cafe's Director of Operations and Finance Carlota Tan take on a social enterprise with the gender lens.

At the GREAT Women Showroom, beautifully handmade beaded clutch bags, woven shawls, accessories, scented candles made from essential oils, and other home knickknacks can be found. Every piece is unique and artisanal, weaving a story of inclusiveness from women communities to the final product.

ASEAN WOMEN ENTREPRENEURS' NETWORK

Creating an ASEAN Business Connection



The ASEAN women entrepreneur is one of the integral players in building the ASEAN economic community. The ASEAN Women Entrepreneurs' Network (AWEN)—which was launched in April 2014—provides the platform for networking, market access and support within the region for female entrepreneurs to grow.

Part of the growth stems from the inclusion of technology drivers in their businesses. Datin Paduka Rokiah Zakiah of Brunei uses technology to boost her health service business.

For her part, Ma Hnin Wai of Myanmar also utilizes technology for her interior design firm to automate design drawings, manage the customer database, for office functions of recordkeeping, accounting and payroll. "Technology can help our services to reach not only in local market but also regional, national, and international market," she says.

In Thailand, Khunying Natthika Wattanavekin Angubolkul emphasizes how technology has helped her business evolve. She explains, "With the new technology, we managed to increase our sugar and energy production from 500 sugar cane plants per day to 38,000 sugar cane plants per day."

For SentoSaSilk owner Seng Takakneary, technology helps maintain work-life balance. "Technology is efficiency and getting smart. It is part of the business where you can balance your life to find time for yourself and your business, with efficient technologies in place," she notes.

Meanwhile, Lyly Food Company's Keo Mom agrees that technology helps make communication and time management more efficient for working moms.

Perhaps the best use of technology is the role that it plays in communications, promotions, and marketing. As Vietnam-based Bui Tu Ngoc shares, "Internet and social media like Facebook or Zalo fan pages are very important tools for businesses to promote and develop products effectively. In 2011—in addition to traditional ways of marketing and sales—we put up our website. ICT offered us opportunities to grow customers rapidly, with sales growing by 20 percent."

Chiang Mai Ballet Academy's Mom Luang Preeyapun Sridhavat agrees, saying, "Facebook pages, websites, and social networks all help to strengthen the business progress. People can see what achievements the school has accomplished from the website and Facebook."

We believe in the voice of women in business.

P&A Grant Thornton congratulates Women's Business Council Philippines on its 20th anniversary



Met some of the outstanding women entrepreneurs of AWEN, as they provide a brief overview about the opportunities in the flourishing ASEAN region.



"Chiang Mai Ballet Academy—which was established in May 1987—is one of the most prestigious dance schools in ASEAN. It uses the curriculum crafted by esteemed organizations such as the Royal Academy of Dance from the U.K., the Australian Teachers of Dancing and the Commonwealth Society of Teachers of Dancing which are both from Australia. We teach different dance genres for students and organize the teachers' courses such as classical ballet, contemporary, jazz dance, tap dance, hip hop, ballroom dance, musical theatre, Pilates training, gymnastics, and yoga," says Mom Luang Preeyapun Sridhavat.



NETWORK

DATIN PADUKA ROKIAH ZAKIAH

Executive Director, Rokia Nursing Consultants and Services, Brunei Darussalam



"When I first started in 2000, this was a fairly new business sector. My company began with providing training in basic life support, gradually expanding to related areas of healthcare. I had to highlight my company mission in order to gain customers confidence in my products and services, as well as ensure good rapport and relationship with my corporate customers," Datin Paduka Rokiah Zakiah recalls.

OPPORTUNITIES

"Health and beauty services are much sought after, as customers become conscious about keeping themselves healthy. Many women entrepreneurs manage health and beauty salons and related services. It is thriving as new products and services are being constantly introduced. The government has gone nationwide with a healthy lifestyle campaign. Brunei Darussalam has likewise introduced its own pharmaceutical firms. As such, this opens a new era for affordable health products."

AWEN CONNECTION

"AWEN's success stories have given me insights and aspirations to further my own business and to help others through the AWEN business networking platform."

ASEAN SUCCESS

"I urge women entrepreneurs to accept globalization and to work in tandem with technology development. We need to connect, network, and build stronger businesses around the communities we serve."

MOM LUANG PREEYAPUN SRIDHAVAT

Chiang Mai Ballet Academy, Thailand

OPPORTUNITIES

"My work involves women from young children to adults. With our 30-year experience, our alumni are now working as professional dancers in dance companies all over the world. Some have also become professional dance teachers and owners of their dance schools, or leaders of dance companies. They have advanced to successful careers."

AWEN CONNECTION

"AWEN has helped me gain more connections. It has introduced me to business networks, where I was able to learn the perspectives of other nations."

BUSINESS SUCCESS

"Competitive advantages in terms of work quality, staff, communication, and customer service are the keys to success."

MA HININ WAI

Managing Director, Linn Lei Shwe Sin Co. Ltd., Myanmar
Director, Ar Raw Jan Co. Ltd., Myanmar



OPPORTUNITIES

"People think that the service industry is suitable for women. Customers expect that women can provide excellent service, creative designs, and are more patient than men. So, there are many females entrepreneurs in the service industry in Myanmar."

AWEN CONNECTION

"We can create an ASEAN network where we can share our experiences. I can learn from others regarding business opportunities and challenges. I can get information about female entrepreneurs all over the world through this network. The inspiration of successful female entrepreneurs motivates us to grow our own business."

BUSINESS SUCCESS

"Every single woman has the right to become an entrepreneur if she wants to. We women entrepreneurs cope with work-life balance, create job opportunities for younger generations, and support the economic growth of the country."

Ma Hnin Wai recalls her early business years: "In 2007, I started my own company, which focused on trading consumer products. My husband was running the Ar Raw Jan Company, which imported pharmaceutical and consumer products from overseas and distributed them locally. I decided to expand my company to provide interior services linked to construction development and providing recruitment services for the youth by helping and consulting in career development. Later, I focused on interior services by importing interior materials from overseas and provide one-stop services for apartments, condos, hotels, and so on."



MA KHINE ZAW

Earth Renewable Energy Co., Ltd., Myanmar

OPPORTUNITIES

"If rural areas have ample electricity, women could then get income from weaving or making value-added agricultural goods. Our country can earn revenue from the increase in the production of export-oriented goods while minimizing the use of foreign currencies for fuel."

AWEN CONNECTION

"We can have contact with suppliers, investors, forum organizers and donors from renewable energy sector via AWEN. We met EPC and OMM service companies in ASEAN such as the SPCG chairwoman who received the ASEAN business outstanding award in the same year as I did and we had the opportunity to exchange views."

ASEAN SUCCESS

"Due to the nature of being born and raised in different circumstances, we can be involved in operations and become decision makers. If there are opportunities for us to take the lead, we could be the goalkeepers and catch the ball."

"By setting up factories in an underdeveloped location in the outskirts of Yangon, we have created job opportunities for women in all levels of skills and education, including specially-abled women. I am the first Myanmar woman entrepreneur who has led the electronic device-manufacturing sector. I have taken on the business of renewable energy and logistics. I also established the first woman-owned engineering consultancy company in Myanmar. I set up the company in 1997 to address the shortage of the electricity supply from the national grid. Indeed, solar water pumping systems could help the refugee camps, prisons, and communities. It also helps boost the hotel and tourism industry for notable places like islands, coastal lines, and mountainous areas where foreign currency income can be made for our country," Ma Khine Zaw explains.

NETWORK

KHUNYING NATTHIKA WATTANAVEKIN ANGUBOLKUL

Eastern Sugar and Cane Public Company Limited, Thailand

OPPORTUNITIES

“The increase in sugar export and sugar consumption at local and international level, as well as the business expansion into renewable energy businesses have paved the way for more women in the workforce and on the executive boards of all sugar companies in Thailand.”

AWEN CONNECTION

“AWEN helped me as a female entrepreneur by expanding my business network and business matching capability. It also helped me improve my management skills. It presented potential initiatives to promote business and commercial activities targeting gender equality. It also promoted awareness and

supported women entrepreneurs on related regional issues. Moreover, successful women business owners can help other women entrepreneurs by—among other things—coaching them on how to expand their businesses.”

BUSINESS SUCCESS

“Women entrepreneurs should know their rights and the law. They should be open to learning new things and accepting new ideas as they search for business opportunities and take on challenges that help them realize their potential. Last but not least, they should be socially responsible and help support the efforts of local communities and organizations to bring about a wide acceptance of women’s participation in the society.”



“The company was first established in 1959. As the 2nd generation owner of ESC Group Company, I continued to expand the family businesses from sugar cane into ethanol, biogas, fertilizer, and biomass power. This expansion is mainly to have zero-waste that causes pollution in our country. By turning trash from sugar cane waste into renewable energy, it also supports the future growth in energy industry and global trends,” Khunying Natthika Wattanavekin Angubolkul states.



BUI TU NGOC

Hanoi Olive Joint Stock Company, Vietnam

OPPORTUNITIES

“The new policies of the government support women entrepreneurs. Women are about 50 percent or more of the population and are becoming the ones who decide important decision in families which are good opportunities for our products and business to develop.”

AWEN CONNECTION

“I can learn from other women entrepreneurs in the region and share experiences with fellow women entrepreneurs in AWEN.”

BUSINESS SUCCESS

“You must have a detailed business plan and targets to achieve in short or long term. Always be ready to learn and listen. The skill of using the Internet is a must. Use the cheapest tools for PR, Internet, and social media engagement. Seek help from women entrepreneurs’ organization.”

“In 2010, the Hanoi Olive Joint Stock Company was founded. It is the first company in Vietnam to import olive oil from Greece. The company imports and distributes olive-extracted products from European countries—especially Greece—including olive oil, olives, and natural cosmetics. Vietnamese people now care more about the quality of their lives and the quality of the products they consume or buy. This is especially true when it comes to healthy food. The government’s policy is much more open to encourage entrepreneurs,” Bui Tu Ngoc explains.

NETWORK

SENG TAKAKNEARY

SentoSa Silk, Cambodia

OPPORTUNITIES

“More women will be empowered and will learn more skills to sustain their businesses. Women are given a voice in the forum. They can participate in discussions where they can impart advice to more women.”

AWEN CONNECTION

“The *Outstanding Business Women Award* has further boosted the credibility of my business.”

BUSINESS SUCCESS

“Women entrepreneurs should actively participate in discussions, debates, and other endeavors that will affect the industry they are in. They should also help other women become economically empowered by encouraging them to be entrepreneurs or helping them secure sustainable employment.”



“Founded in May 2002, Lyly gives job opportunities to disenfranchised Cambodians. The company also creates a market for the farmers who sell rice and corn to the Lyly Company. This can help reduce poverty in Cambodia, which is also part of the government’s plan. Furthermore, it reduces the importation of raw materials from neighboring countries,” Keo Mom elaborates.

KEO MOM

Lyly Food Industry Co. Ltd., Cambodia

OPPORTUNITIES

“The production of products using local materials, skills, and resources provide many opportunities for people. The government has already identified the country’s income generators. These include agriculture (rice and cassava), fisheries, tourism (restaurants, hotels, and other related services), and handicrafts (silk and natural fibers).”

AWEN CONNECTION

“I was one of AWEN’s first *Outstanding Women Entrepreneur* honorees. Our members’ achievements are acknowledged. They get to be recognized in ASEAN.”

BUSINESS SUCCESS

“First, you must operate your business in an official capacity. You must run your business with social consciousness. You must also share your good and bad experiences to inspire and educate new entrepreneurs.”



Seng Takakneary recalls how her business SentoSaSilk started and where it’s at in the present: “Founded on February 4, 2004, the idea was conceptualized and inspired by the famous American entrepreneur who was responsible for reviving the silk industry in a neighboring country. SentoSaSilk aims to make an impact in the country by promoting Cambodian silk and culture. The company also wants to provide more job opportunities for women, persons with disabilities, and the less fortunate.”



GEN Z 101

Parenting tips for your digital natives

By ALU ALUZAN-ARAN



Much has been said about the millennial or the generation born from early 1980s until 2000. However, the focus has now shifted to the generation born not identified by time but by their unique environment. Meet the digital natives.

According to Techopedia.com, “A digital native is an individual who was born after the widespread adoption of digital technology... it is a catch-all category for children who have grown up using technology like the internet, computers and mobile devices.” They are computer-savvy, quick to learn, and impatient. For the digital natives, anything and everything they’d like to know about the world can be quickly obtained by just a few clicks.

They are also not spared from the flood of information (good or bad) available for everyone at any time. This is where parents have to be more involved and alert. Here are some quick tips on parenting the digital natives:

SUPERVISE

Set the rules when it comes to Internet access and gadget use. This includes constantly reminding your kids not to divulge any personal information to anyone online, sticking to a time limit when it comes to computer use, and approving the sites that they can visit or register for. Teens most specially need to be

reminded of the dangers of chat rooms. More often than not, kids are handed a smartphone or tablet that gives them carte blanche on what to watch and what sites to explore. This should not be the case.

ACCEPT

Place the computer in a common area like the living room or family room. This way, you can get a peek of what they are doing and the sites they are visiting. Research on sites that are frequented by your children to determine whether they are age appropriate or safe. For YouTube users, for example, there is a YouTube Safety Mode that you can use to block unwanted content for your kids.

TALK

Sit down and tell your children some of the dangers when being online. Identify what to do when they are “approached” by a stranger or when a discussion has become sexual or threatening. Encourage openness within the family so as to be able to guide children when faced with cyber predators and bullies.

There is no denying the pervasiveness of technology in our lives, but if managed properly, our children will be able to enjoy the benefits of being responsible netizens and digital natives.

safety first

How technology helps to keep women travelers safe

By JING LEJANO



A woman traveling alone may be vulnerable to an assortment of unpleasant situations. But the time has passed when a woman’s best defense against chauvinistic beings or criminal elements is the company of a man. Technology, fortunately, has addressed the lone traveler’s need for safety and security in a variety of ways.

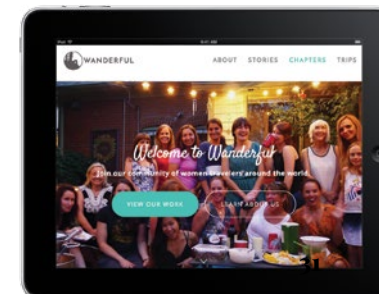
GET TRACKED

Here’s a mobile app that can help keep you safe by following your every step. Developed by undergraduates of the University of Michigan, Companion is a downloadable app which could let a friend—your designated companion—keep track of your route live on a Web browser. It’s like having a companion while you explore an unfamiliar city. Plus, the app will ask if you’re okay every so often. If you don’t respond, your companion will be instantly alerted.



PLUG INTO THE WORLD OF WOMEN

She’s Wanderful is an active online community which not only connects women travelers, it also gives them access to products, services, and online support to assist them in their global adventures. Get the lowdown on specific destinations from women who have been there, and know exactly what your needs are as a solo traveler. More importantly, it has a homesharing network where you can find a fellow traveler to chill out or hang with on the road.



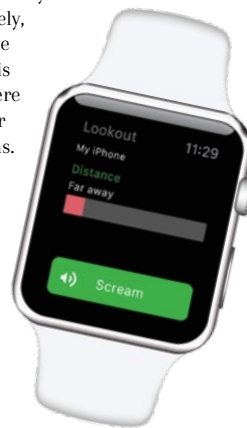
RIDE SAFE

Going around a destination that you’re unfamiliar with can be quite intimidating, most specially if it has a reputation for danger. The task of finding a safe and reliable means of transportation can be challenging, especially if you can hardly speak the local language. Fortunately, there is Uber to the rescue. Because your ride, from beginning to end, is satellite-mapped and recorded, there is considerably less of a chance for your driver to pull any shenanigans. Uber-like services have sprung up in cities round the globe.

PSEUDO-SAFETY BLANKETS

Various gadgets—which when activated, would either emit a loud noise or alert a network that danger is imminent—are now readily available in the market. There’s Safelet—a bracelet which sends a

distress signal to family and friends, and activates the woman’s mobile phone to start recording audio. Siren and Athena are discreet devices which would emit a loud, piercing sound in case of emergency. The latter also sends out a help message with the woman’s location to her contacts. Apple Watch has an SOS function, too.



CONNECTING Women

Directory of Women's Guide to Business

WOMEN'S ORGANIZATIONS

ASEAN Women Entrepreneurs' Network

W: www.awenasean.org

Business and Professional Women Makati

E: bpw.makati@gmail.com
W: [@WomenSteppingUpPH](http://www.womensteppingup.org) on Facebook

Filipina CEO Circle

A: 30/F Citibank Tower
8741 Valero St., Makati City
T: (02) 286-6726
E: fcc_secretariat@bposerve.com
@FilipinaCEOCircle on Facebook

Network for Enterprising Women

T: (02) 908-2558
(0917) 540-8697
E: info@new.com.ph
W: www.new.com.ph
@newphils on Facebook, Twitter, and Instagram

Philippine Women's Economic Network

A: 8/F 4508 Casino Suites
Casino S., Makati City
T: (02) 843-1162
E: philwen.org@gmail.com

Samahan ng mga Pilipina para sa Reporma at Kaunlaran

T: (02) 831-0363
E: sparkphilippines2013@gmail.com
W: www.sparkphilippines.org
@SparkPhilippinesInc on Facebook

Women's Business Council Philippines

A: 8/F 4508 Casino Suites
Casino S., Makati
T: (02) 843-1162
E: admin@womenbiz.ph
W: www.womenbiz.ph
@WomenBizPH on Facebook

Women Corporate Directors Philippines

A: 8/F 4508 Casino Suites
Casino St., Makati City
T: (02) 843-1162
E: wcdphsec@gmail.com
@WomenCorporateDirectors-Philippines on Facebook

TOOLS

Mobikon

T: (0915) 818-8411
E: help@mobikontech.com
W: www.mobikontech.com

BUSINESS SUPPORT

Go Negosyo Philippine Center for Entrepreneurship

A: 5/F RFM Corporate Center,
Pioneer corner Sheridan St.,
Mandaluyong City
T: (02) 637-9347
(02) 637-7873
E: info@gonegosyo.net
W: www.gonegosyo.net
@gonegosyoofficial on Facebook
@letsgonegosyo on Twitter and Instagram

Internet and Mobile Marketing Association of the Philippines

A: 16-N Burgundy Corporate Tower
252 Gil Puyat Avenue, Makati City
T: (02) 567-9071
(0927) 517-8853
(0906) 828-3175
W: www.immap.com.ph
@immapPH on Facebook,
Twitter and Instagram

Investing in Women

A: 25/L Citibank Tower
Valero cor. Villar St., Makati City
T: (0947) 387-1314
E: program@investinginwomenasia.com

United States Agency for International Development

A: USAID/Philippines
Annex 2 Bldg., U.S. Embassy
1201 Roxas Blvd., Manila
T: (02) 301-6000
E: infoph@usaid.gov
W: www.usaid.gov

WOMEN-LED ENTERPRISE

ECHOstore

A: **Branches:** Serendra, Taguig;
Salcedo Vill., Makati City;
Podium Mall, Mandaluyong City;
as well as Cebu, Davao, and soon
in Baguio and CDO
T: (02) 519-1216
E: echostore@ecshotre.ph
echolifestyle.store@gmail.com
W: www.echostore.ph

FELTA Multi-Media Center

A: 18 Notre Dame St., Cubao,
Quezon City
T: (02) 912-1397
(02) 438-1756
(02) 913-4884
(02) 911-1978
E: felta@pldtdsl.net
W: www.felta.ph

GREAT Women Brand

A: Showroom and Café
G/F Tesoro's Bldg.
1606 Arnaiz St., Makati City
T: (02) 772-2433
W: www.greatwomenasean.com

TRAVEL



Philippine Airlines
W: www.philippineairlines.com



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Small and Medium Investment and Loans
for Entrepreneurs (SMILE) Department
Development Bank of the Philippines (Head Office)
Sen. Gil J. Puyat Avenue corner Makati Avenue, Makati City
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Trunkline: (02) 818-9511 local 3320 / 3324 / 3325
E-mail: smile@dbp.ph

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