



5th MAP NEXTGEN
CONFERENCE 2024

BEYOND BYTES AND BUDGETS

BREAKING BARRIERS TO
TRANSFORMATIVE DIGITALIZATION

CONFERENCE • SPEED NETWORKING • COCKTAILS

08 NOVEMBER 2024 | FRIDAY | 2PM - 9PM

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PROGRAM - as of November 5, 2024

1:30 – 2:00 PM REGISTRATION

OPENING CEREMONIES

2:00 – 2:05 Invocation / Philippine National Anthem

2:06 – 2:09 **AVP Theme Setter**

2:10 – 2:15 Opening Remarks from the MAP President



Sec. RENE D. ALMENDRAS
Senior Managing Director, Ayala Corporation

2:16 – 2:25 Message from the MAP NextGen Committee Chair



Mr. CLIFF M. EALA
President and CEO, BS Works

2:26 – 3:05 **OPENING KEYNOTE**



Capt. STANLEY "Stan" KUA NG
President and COO
Philippine Airlines (PAL)

3:06 – 3:25

BREAK

3:26 – 4:05

FIRESIDE 1 : Digital Transformation Journey: Aspirations and Challenges



Mr. LAWRENCE "Law" Y. FERRER
President and CEO
CIS Bayad Center, Inc.



Ms. SUSANA BEATRIZ "Beia" LATAY
CEO
KonsultaMD



Atty. MELANIE S. MALAYA
Chief of the Business Permits & Licensing Office
City Government of Parañaque

Moderator



Mr. VLADIMIR "VJ" M. MANUEL
Founder and CEO
Tealth Pte. Ltd.

4:06 – 4:50

**Awarding Ceremony for the TRANSFORMATION CHALLENGE of the 4th SGV-MAP
NextGen CEO Transformative Leadership Program 2024**

Introduction and Background of the Program



Ms. ROSSANA "Rosing" A. FAJARDO
Partner and PH Consulting Head
SyCip Gorres Velayo & Co. (SGV & Co.)



Moderator:
Ms. MARIA KATHRINA "Kaye" MACAISA-PEÑA
Finance Fields-of-Play and Business Consulting Partner
SGV & Co.



Dr. ERIKA FILLE “Erika” T. LEGARA
Associate Professor, Aboitiz Chair in Data Science
Deputy Managing Director of ACCeSs@AIM
Asian Institute of Management (AIM)



Mr. XAVIER MARZAN
Founding Partner
Embiggen Ventures



Mr. MELECIO “Mel” VALERIO
Head of Data Governance
Maya



Moderator:
Mr. RENE “RJ” ALETA LEDESMA JR.
Executive Chief Innovation Office
Mercato Centrale Philippines, Inc.

5:31 – 6:05

CLOSING KEYNOTE



Sec. ERNESTO "Ernie" V. PEREZ

Director General, Anti-Red Tape Authority (ARTA)



Moderator:

Atty. JO KRISTINE "Kaye" GERONA CELERA

Regulatory Affairs Director - East Zone

Manila Water Company

6:06 – 6:10

CLOSING REMARKS



Ms. DELIZA RIDOLOS

Co-Vice Chair, MAP NextGen Committee

President, Pacific Sun Solutions, Inc.

6:11 - 7:10

SPEED NETWORKING AT THE BONIFACIO HALL FOYER



Ms. NATALIA PEÑA

Business Development Manager
MOF Company Subic, Inc.

7:11 - 9:00

FREE-FLOW NETWORKING COCKTAILS AT THE BONIFACIO HALL



Ms. CARLA LAUS

Regional Business Learning Partner
Hyper Island

RAFFLE

CONCLUDING REMARKS



Ms. DONNA LINA

Co-Vice Chair, MAP NextGen Committee
President, UBE Media, Inc.