



# Memorandum

**REFERENCE NO.** 2019-09-31  
**TO** All Honorable Mayors  
**FROM** LCP Executive Director  
**SUBJECT** Invitation to the Industry 4.0 Summit by BusinessWorld  
**DATE** 04 September 2019

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BusinessWorld is inviting city mayors and technical officers to attend a thought leadership forum called, "Industry 4.0 Summit," which will be held at Shangri-La at the Fort on 09 September 2019.

With the theme, "Winning Together in the Fourth Industrial Revolution," the whole-day event will gather business and industrial executives, government leaders, and regulators to discuss how the country can adapt and thrive in the technological revolution taking place globally. Secretary Gregorio Honasan II of the Department of Information and Communications Technology is expected to open the event while Senator Grace Poe will deliver the Keynote Address.

Standard registration fee is PHP 8,000. However, the organizers are offering a discounted rate of PHP 3,500 for city governments, inclusive of meals. Should you be interested in attending the forum, your office may directly coordinate with Ms. Dya Jill Arenas, BusinessWorld Marketing Communications Supervisor, at (02) 535 9901 loc. 707, 0917 585 9114, or at [dearenas@bworldonline.com](mailto:dearenas@bworldonline.com). Please refer to the attached formal invitation and program for more information about the event.

Thank you very much.

A handwritten signature in black ink, appearing to read "Shereen Yu-Pamintuan".

**Atty. Shereen Gail Yu-Pamintuan**  
LCP Executive Director

# BusinessWorld™

August 30, 2019

**Mayor Edeleo R. Leonardia**  
Bacolod City Mayor  
National President  
**Leagues of Cities**



RECEIVED

BY  
DATE  
TIME

Reference No. 2019-08-598

Dear Mayor Leonardia:

The Fourth Industrial Revolution, also known as Industry 4.0, is unfolding over the 21st century. Just like the three that preceded it, Industry 4.0 is expected to significantly change the way we live, work and play with the fusion of advances in artificial intelligence (AI), robotics, the Internet of Things (IoT), quantum computing, and other technologies. **This September 9, 2019, BusinessWorld Publishing Corp. will be holding a most timely event dubbed "Industry 4.0 Summit", with the theme "Winning Together in the Fourth Industrial Revolution" at the Shangri-La at the Fort.**

This whole-day event will gather the top executives of the biggest companies from different industries, as well as government leaders and regulators, to discuss how the Philippines and businesses can prepare and collaborate well to thrive and win in the impending Fourth Industrial Revolution.

We would be honored to have your organization as our **partner** in making this important event a reality. Your participation will greatly contribute to the success of this forum, which is expected to gather 800 to 1,000 top business executives.

**As our organization partner, BusinessWorld is committed to give the following mileage:**

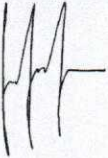
1. Give all **Leagues of Cities** members a special rate of Php 6,000 to the BusinessWorld IR 4.0 Summit

Thank you very much for your time and we look forward to having you as our partner at this event.



Please feel free to contact me at telephone numbers 535-9901local 707 or via my mobile phone at 09175859114 or at email at dearenas@bworldonline.com

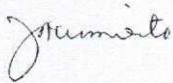
Very truly yours,

A handwritten signature in black ink, appearing to read 'DJA', with a horizontal line extending to the right.

**Dya Jill E. Arenas**

Marketing Communications Supervisor  
**BusinessWorld Publishing Corporation**

Noted by:

A handwritten signature in black ink, appearing to read 'Sarmiento', written in a cursive style.

**Jay Sarmiento**

*Head- Sales & Marketing*  
**BusinessWorld Publishing Corporation**



## BusinessWorld IR 4.0 Summit

### "Winning Together in the Fourth Industrial Revolution"

September 9, 2019 | 9am – 6pm

Ballrooms B & C, Shangri-La at The Fort, Manila, Bonifacio Global City, Taguig

#### PROGRAM

8:00am	REGISTRATION/MORNING SNACKS
9:00am	OPENING Invocation National Anthem  Welcome Remarks <b>ROBY ALAMPAY</b> , Editor-in-Chief, BusinessWorld
9:15am	Opening Address <b><u>PH: Aligning the Country's National ICT Development Agenda to IR 4.0</u></b> <b>GREGORIO B. HONASAN II</b> Secretary Department of Information and Communications Technology
9:30am	<b>Keynote Address 1</b> <b><u>An Impactful Revolution:</u></b> <b><u>Understanding the Fourth Industrial Revolution and Its Effects On Economy, Business and Governments</u></b>  Throughout the modern age, technology has been a driving force in industry, streamlining workflows and creating new opportunities. But three specific advancements -- the steam engine, the age of science and mass production, and the rise of digital technology -- fundamentally changed modern society. And today, we are seeing the fourth, with the rise of emerging technologies like 5G connectivity, cloud computing, and artificial intelligence. How can we benefit from the fourth industrial revolution, and how can we prepare to face its challenges and opportunities?  Keynote Speaker 1 <b>ANTHONY OUNDJIAN</b> Managing Director & Senior Partner, Boston Consulting Group
10:00am	<b>Keynote Address 2</b> <b><u>Philippines Version 4.0:</u></b> <b><u>Preparing the Country for the Fourth Industrial Revolution</u></b>  According to a 2018 report by the World Economic Forum titled "Readiness for the Future of Production," the Philippines is a "legacy" country, or one with a strong production base that is at risk due to technologies like automation. As a services-based economy, many Filipino workers are at risk of being displaced by artificial intelligence. How can the country protect itself from the consequences of a changed world? What are the steps needed to be taken to catch up with the world at large?



10:30am	<p>Keynote Speaker 2  <b>DR. JOSE RAMON G. ALBERT</b>  Senior Research Fellow, Philippine Institute for Development Studies (PIDS)</p> <p><b>Keynote Address 3</b>  <b><u>An Important Agenda:</u></b>  <b><u>Strong Leadership and Right Legislations Amid IR 4.0</u></b></p> <p>In the face of massive transformation in business, the economy, and society, the Philippines needs strong, responsive leadership that can maneuver the many challenges in the country's future. An eye for innovation is necessary, and an open mind is crucial. It is for that reason that the government must have an understanding of the latest trends and breakthroughs that seek to disrupt and transform our way of life.</p> <p>Keynote Speaker 3  <b>HON. GRACE POE</b>  Senator, Senate of the Philippines</p>
11:00am	<p><b>Panel Discussion 1:</b>  <b><u>The Valuable Player:</u></b>  <b><u>Telco Industry's Key Role in the IR 4.0 Game</u></b></p> <p>At the core of the emerging technologies shaping the fourth industrial revolution are telecommunication platforms. Companies and consumers alike will rely on these networks to access cloud centers, communicate with artificial intelligence, and interact with IoT-powered smart cities. Now, 5G networks are on the horizon, the next generation of mobile internet connectivity will turn personal devices into access points for an entire universe of new services. How will telecommunication companies adapt to these changes?</p> <p><b>Panelists:</b></p> <p><b>Jojo Gendrano</b>  Head of Enterprise Core Business Solutions  PLDT</p> <p><b>Joel Agustin</b>  SVP of Program Governance &amp; Delivery  Globe Telecom, Inc.</p> <p><b>Ed Cabarios</b>  Deputy Commissioner  National Telecommunications Commission</p> <p><b>Manny Caintic</b>  Undersecretary  DICT</p> <p><i>Moderated by Denise Valdez, BusinessWorld Reporter</i></p>



11:45am	<b>LUNCH</b>
1:00pm	<p><b>Panel Discussion 2:</b>  <b><u>Transformation Allies:</u></b>  <b><u>How Government and the Public Sector can Maximize the Developments brought by IR 4.0</u></b></p> <p>The changes brought about by technology have taken root in all industries, from agriculture to finance. But technology's role in improving governments and public institutions is yet to be explored. In what ways can emerging technologies like blockchain, artificial intelligence, the Internet of Things, and cloud computing transform the public sector?</p> <p><b>BGen. Eliseo Rio, Jr.</b>  Undersecretary for Operations  DICT</p> <p><b>Thomas E. Abell</b>  Advisor and Chief of Digital Technology for Development  Asian Development Bank</p> <p><b>Jeremiah Belgica</b>  Director General  Anti-Red Tape Authority</p> <p><b>Vico Sotto</b>  Mayor  Pasig City</p> <p><b>Victor Yap</b>  Congressman  Philippine Congress</p> <p><b>Renato Garcia</b>  President  Kerberos Corporation</p> <p><i>Moderated by Roby Alampay, BusinessWorld Editor-in-Chief</i></p>
2:00 pm	<p><b>Panel Discussion 3:</b>  <b><u>The Era of Progress:</u></b>  <b><u>Identifying Opportunities in Philippine Commerce During IR 4.0</u></b></p> <p>E-commerce has become a trillion-dollar industry. Gone are the days when ordering online is seen as risky or unsavory. Today, almost every retailer is vying for a slice of the e-commerce market, and consumers can order anything from food to clothes at the tap of a finger. What other opportunities await in the commerce of the future, and how can the Philippines harness them?</p> <p><b>Panelists:</b></p>



	<p><b>Mary Jane Pacheco</b> Assistant Secretary Department of Trade and Industry</p> <p><b>Ernesto Perez</b> Deputy Director General Anti-Red Tape Authority</p> <p><b>Alegria S. Limjoco</b> President Philippine Chamber of Commerce &amp; Industry</p> <p><b>Rosemarie Ong</b> President Philippine Retailers Association</p> <p><b>Constantin Robertz</b> President &amp; CEO Entrego</p> <p>Representative from PCTO</p> <p><i>Moderated by Danie Laurel, One News Anchor</i></p>
2:45pm	<p><b>Panel Discussion 4:</b> <b><u>Investing for the Future:</u></b> <b><u>How IR 4.0 will Shape the Banking and Finance Sector</u></b></p> <p>With the onslaught of innovations in the field of financial technology, or FinTech, the global finance and banking sector faces challenges to its relevance. In a world of digital currencies, decentralized and cashless transactions, what now is the role of traditional banks? How can the financial sector adapt in a digitalized world?</p> <p><b>Panelists:</b></p> <p><b>Chuchi Fonacier</b> Deputy Governor Banko Sentral ng Pilipinas</p> <p><b>Chris Manguera</b> CMO/Head of Marketing and App Product Mynt</p> <p><b>Paolo Azzola</b> COO &amp; Managing Director PayMaya</p> <p><b>Hamilton Angloben</b> General Manager Cashalo</p> <p><b>Yu Ming Chin</b></p>



	<p>Founder and Executive Director Viventis Search Asia</p> <p><i>Moderated by Timothy Medina, BusinessWorld</i></p>
3:15pm	<b>PM SNACKS</b>
3:30pm	<p><b>Panel Discussion 5:</b>  <b><u>Connecting the Links:</u></b>  <b><u>How the Real Estate, Transport and Manufacturing Industries Can Collaborate to Prepare for IR 4.0</u></b></p> <p>Data analytics, mobile technology, and automation has not only changed the face of commerce, they have revolutionized transport, logistics and manufacturing. The emergence of the Internet of Things and blockchain technology similarly has optimized construction and real estate in ways never seen before. Yet, such improvements are still in their infancy. How much more can these industries improve with technology?</p> <p><b>Panelists:</b></p> <p><b>Dr. Ma. Sheilah G. Napalang</b>  Assistant Secretary  Department of Transportation</p> <p><b>Danilo Lim</b>  Chairman  MMDA</p> <p><b>Atty. Melzar Galicia</b>  Acting Commissioner  Housing &amp; Land Use Regulatory Board</p> <p><b>Noel Cariño</b>  National President  Chamber of Real Estate &amp; Builders' Associations, Inc. (CREBA)</p> <p><b>Brian Cu</b>  Country Head  Grab Philippines</p> <p><b>Ibarra Paulino</b>  Executive Director  Philippine Constructors Association</p> <p><b>Lester Michael Hernandez</b>  Head of Solutions Consulting  AGS, an ePLDT Company</p> <p>Representative from PCTO</p> <p><i>Moderated by Arra Francia, BusinessWorld Senior Reporter</i></p>



4:30pm	<p><b>Panel Discussion 6:</b>  <b><u>Beyond Connectivity and Access</u></b></p> <p><b><u>Panel 6.1: Cybersecurity Initiative</u></b></p> <p>As the world continues to grow and enter a new age, the old ways of life must also adapt and change. The demands dictated by a growing, more innovative population will necessitate that cities integrate with technology. To keep up with the future and continue to attract tourists, smart cities as well as safer, more efficient, more sustainable infrastructures and systems must rise to the task.</p> <p><b>Panelists:</b></p> <p><b>Genalyn Macalinao</b>  Policy Lead – Critical Infostructure Evaluation &amp; Cybersecurity Standard Monitoring  DICT</p> <p><b>Angel Redoble</b>  Chief Information Security Officer  ePLDT</p> <p><b><u>Panel 6.2: Content and Piracy</u></b></p> <p><b>Neil Gane</b>  General Manager  Coalition Against Piracy</p> <p><b>Atty. Teodoro Pascua</b>  Deputy Director General  Intellectual Property Office</p> <p><b>Yoly Crisanto</b>  Senior Vice-President, Chief Sustainability Officer  Globe Telecom, Inc.</p> <p><b>Louis Boswell</b>  CEO  Asia Video Industry Association</p> <p><b>Quark Henares</b>  Film Director</p> <p>Representative from Netflix</p> <p>Representative from Disney</p> <p><i>Moderated by Santiago Arnaiz, BusinessWorld Online Editor</i></p>
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5::30pm	<b>Closing Remarks</b> <b>Enrico L. Delos Reyes</b> Chairman Philippine Chamber of Telecommunications Operators
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