



ACPACI FILES

Official Newsletter of the Association of CPAs in Commerce and Industry

President's Message

ACPACI's Legacy: Its Enduring Relevance

I greet everyone with a profound gratitude and an enormous appreciation of the work we all did during the first half of the year. Your involvement and support in all our activities is a testament to the formidable spirit of our organization. With this same spirit, I am very confident and optimistic that we are on our way to attain this year's vision and goals.

Our theme, "Sustaining Relevance. Building on our Legacy.", leads us all to devise meaningful ways to continue to be relevant amidst all the challenges that confront us. It is an urgent call to stay focused and integrated as we endeavor to fortify and sustain our relevance to our profession, members and other stakeholders. It is a wakeup call to do more, and achieve more in advancing our organization and profession in the business playing field, and in the society as a whole.

As we've declared at the start of our term, we need to consistently achieve key results in the area of Capacity Building, Membership and other Stakeholders Services, Professional Development and Relevance Sustainability, and Community Development and Social Responsibility, to be able to further and fortify our relevance.

As members of civil society, we seek to fulfill our responsibilities as dedicated professionals and as good citizens playing active roles in national issues. We also pledge ourselves to promoting harmony in the community and in the environment.

Over the years under different leaderships, ACPACI has always been a venue where minds meet, and whose professional, environmental, and social agenda have always been a strategic priority.

To breathe life to our theme, and to stay relevant in the face of everyday challenges, we pursued various activities during the first half of our term, which we humbly presented in this newsletter.

These activities are testaments of our commitment to uphold and advance our personal and professional well-being. These activities empowered us to become highly indispensable professionals in the business and industry, and to become valuable partners of the government in nation building. These activities connected us to our stakeholders as we also aim to uplift their general well-being.

As we all breathe life to our organization as responsible professionals who work consistently in solidarity for the common good, we go beyond our profession and be relevant at all times with our advocacies and action plans. We must continue to pursue and carry out programs that will lead us to the realization of our goals and aspirations for this year and beyond. As we repeatedly say and vow, we must do more and achieve more to uplift the general well-being our members, to act upon our share in advancing our profession, and to fulfill our part in nation building.

The second half of our term will see more projects and programs that will be mounted and implemented. There will be more exciting activities as laid out in our plan. Just like an experienced runner, we will run the second half faster to win the race all for the glory of our members and stakeholders, our association, our profession and our society.

As we pick up and look forward to the remaining months of the year, let me take inspiration from St. Paul in the good book, when he said, "I have fought the good fight, I have finished the race, I have kept the faith." (2nd Letter of Timothy, the Bible). Indeed, let us all keep the faith, put ourselves to task with our good intentions and optimism, and look forward to an astounding conclusion of a great year for our organization.



Co-Presenter: ACPACI

AWC 2022
ACCOUNTANCY WEEK CELEBRATION

JUL 20 SPOTLIGHT ON COMMERCE & INDUSTRY

ESCA Strategic Lp., Finance & Risk Virtual via Zoom 8:00 AM - 5:00 PM

INTEGRATING FINANCE WITH SUSTAINABILITY MS. JUNE CHERYL CABAL-REVILLA EVP, Chief Finance Officer Chief Sustainability Officer Metro Pacific Investment Corporation	PERSONAL SUSTAINABILITY: OVERALL WELLBEING DR. ANNABELLE D. ANERRERA Makati Medical Center Obstetrics & Gynecology Wellness Advocate
WAR FOR TALENT MS. MARIA MIGNON RAMOS Managing Director and Principal Consultant Roadmaps • Beyond, Inc.	CREATING VALUE THROUGH SUSTAINABILITY MS. JOWEEH LIAO SVP, Finance and Store Development Director Watsons Personal Care Stores (Philippines), Inc.

SCAN TO REGISTER

Face to Face	Virtual
Web 2 CPD Units ESCA Strategic Lp., Finance & Risk 8:00 AM - 5:00 PM All Sessions Free access to other sessions. P2,800.00 For MIGS P3,200.00 For NMIGS & New MIGS	Virtual via Zoom 8:00 AM - 5:00 PM Only Sessions. Not with CPD credit Free access to other sessions. P1,800.00 For MIGS P1,700.00 For NMIGS & New MIGS

ACPACI
ASSOCIATION OF CPAs IN COMMERCE & INDUSTRY

38TH ANNUAL NATIONAL CONVENTION

October 14-16, 2022 | Belmont Hotel Boracay, Island of Boracay

RESERVE NOW!

REGISTRATION FOR IN-PERSON DELEGATES

P18,000.00 up to August 30, 2022
P20,000.00 Thereafter

Group of 5 from the same Company
P18,000.00 per delegate up to September 30, 2022.

- Full Board
- Exclusive of Plane Fare

REGISTRATION FOR ON-LINE DELEGATES

P2,800.00 MIGS
P3,200.00 NMIGS
P4,200.00 NMIGS with membership activation

Theme: SUSTAINING RELEVANCE. BUILDING ON OUR LEGACY.

Subject to approval of PRCCPD Council, earn at least 16 CPD Units

Please register at <https://bit.ly/38thACPACIConvention>

Please contact our Secretariat at 632 8 898 1235 or 09325584755. Please look for Bless or Jaden.

Celebrating the Centenary Anniversary of the Accountancy Profession in the Philippines
Celebrating the Past, Transforming the Present, Shaping the Future.



ACPACI's 2022 Virtual Induction of New Officers and Turnover Ceremonies

On January 29, 2022, the Association of Certified Public Accountants in Commerce & Industry (ACPACI) held its second virtual Induction of New Officers and Turnover Ceremonies with the theme, **"Sustaining Relevance. Building on Legacy."**

The main highlight of the event was the oath taking of the new set of ACPACI Board of Directors, Chairpersons, Co-Chairs, and Advisers, headed by the 2022 ACPACI National President, Mr. Apat C. Martinez. Just recently, he has been recognized as the 2021 Outstanding CPA for Commerce & Industry, an honor bestowed by the Philippine Institute of Certified Public Accountants (PICPA). He succeeded Atty. Walter L. Abela, Jr., ACPACI National President from 2020-2021, who provided the vision, competent leadership, and front-line support to the Association during the tumultuous times and nascent stages of the COVID-19 pandemic, a health crisis that has impacted billions of people in every nation.



A Pledge of Commitment.

Incoming ACPACI BOD and Officers raised their right hand as a gesture of their pledge of commitment to the Association's vision, core values, and causes, as they take their oath before the Hon. Ramon M. Lopez, (leftmost, upper row) DTI Secretary, who presided the proceedings.

Keynote Address

Hon. Ramon M. Lopez, Department of Trade and Industry Secretary, delivered the keynote address and his inspirational message to the attendees live streaming via Zoom and Facebook platforms. In his speech, Hon. Lopez discussed how the corona virus outbreak has created a "new normal" and highlighted the role of technology in this pandemic-ridden world. He said that in spite of the difficulties, ACPACI members were up to the challenge. True. ACPACIans were built for times like these.

It's no secret that COVID-19 has created uncertainty as well as myriad challenges for all of us, including lockdowns, working remotely, and numerous business and social restrictions. Fortuitously, thanks to technology, ACPACI has been able to transition from face-to-face communication into online slash virtual meetings, such as the Induction and Turnover Ceremonies at bar.

With the pandemic, according to Hon. Lopez, businesses have started digitizing their processes, shifting towards automation and adapting Artificial Intelligence (AI) systems among others. He also mentioned several milestones and reforms under the Duterte administration: the CREATE, which brought down the corporate income tax rate to 25%; the Retail Trade Liberalization Act, Foreign Investment Act and Public Service Act.

He also spoke about numerous DTI undertakings and training programs, and has brought the audience up to speed regarding the country's COVID-19 latest status: We now have limited wide-area lockdowns, more of granular lockdowns, and the COVID cases have become more of the mild variants and asymptomatic. He also said that we have increased our vaccination rate

and booster shots, thus, increasing our population's immunity. He added the good news that we now have improved mobility, and the government has removed the quarantine requirements starting February 1, 2022.

Hon. Lopez concluded his keynote speech by congratulating the new Board of Directors and Officers led by Mr. Apat C. Martinez. The latter, together with the outgoing President, Atty. Walter Abela, Jr. presented the Association's token of appreciation to the Hon. Lopez as the Inducting Officer. Tokens of appreciation were also given to Hon. Noe G. Quiñanola, Chairman of the Professional Regulatory Board of Accountancy, and Ms. Marydith C. Miguel, PICPA National President, for gracing the event as ACPACI's guests of honor, and they also delivered their respective inspirational messages and congratulatory remarks at the early part of the program.

Valedictory Address, Presentation of Presidential Awards

Prior to Atty. Walter L. Abela, Jr.'s valedictory address, an AVP of ACPACI's 2021 and 2020 accomplishments and milestones were shown to the attendees. These include the conferences, membership meetings, and webinars organized by ACPACI, regulatory and special projects undertaken by the Association, Chapter Affiliation events and Social Involvement activities held, among others, with Atty. Abela at the helm.

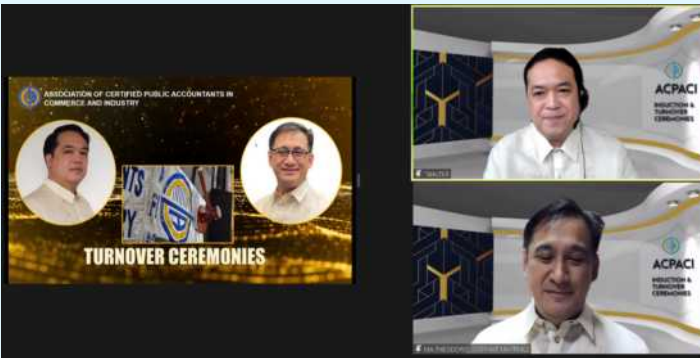
Atty. Abela recounted his conversation with ACPACI Executive Director, Ms. Winnie Cuico, about him being one of the only two Presidents who served for more than one year. He ably led ACPACI during the extremely difficult times of the COVID-19 pandemic, indeed, he could also be aptly dubbed as ACPACI's first pandemic president. Atty. Abela discussed the uncertainties, and hardships the Association had faced and surmounted, as well as its numerous accomplishments, services to the community, and milestones over the past two years (2020-2021) of the cataclysmic pandemic phase. He thanked the Officers and Board of Directors, his family, PICPA, his firm, Deloitte Philippines and the firm's Partners, and other organizational sectors for+ their understanding and outstanding support to him and to the Association during his two-year stint as ACPACI President. He concluded his speech by quoting an African proverb which he mentioned in his inaugural speech as President two years ago, **"alone we go faster, together we go further"**.

// We have shown that a pandemic cannot deter us in pursuing the goals of our organization, as we adapted to the new normal and acted based on our adjusted plans. We became resourceful, immediately and heavily transformed our activities and the channel of communication to digitalization."
--Atty. Walter L. Abela, Jr.

The Induction Ceremony has always been a time-honored celebratory tradition of ACPACI. The event is an opportunity of the organization to express gratitude to the previous Board of Directors and Chairpersons for completing their term of service. As such, Atty. Abela, Jr. presented tokens of appreciation to the outgoing Board of Directors, Chairs and Co-Chairs in recognition for their selfless dedication and invaluable contribution to ACPACI. Ms. Winnie Cuico, Executive Director; Ms. Janis Maghinay, Ex-Officio and The Secretariat were also awarded the token of appreciation. Next in the agenda was the presentation of Leadership Award conferred to Atty. Walter Abela, Jr., by incoming President, Mr. Apat C. Martinez, and Executive Director, Ms. Wilhelmina Cuico, for his leadership and for a job well done!

Induction of Officers and Board of Directors, Turnover Ceremonies

Hon. Ramon M. Lopez presided the oath taking of the new Officers and Board of Directors. They were: Mr. Ma. Teodoro Josephat C. Martinez, Jr., President; Mr. Raymund C. Berja, Executive Vice President; Ms. Anna Lisa



Passing of the Leadership Baton.

ACPACI's outgoing president, Atty. Walter L. Abela, Jr. (top), and incoming president, Mr. Apat C. Martinez (below) during the turnover ceremonies last January 29, 2022.

C. Chua-Dycaico, Secretary; Ms. Katherine U. Sobremonte, Treasurer; Ms. Rowena I. Lemen, Auditor; Mr. Alejandro A. Palacio, VP for Operations; Mr. Loudie Jay C. Fulguera, VP for Membership Services; Ms. Floredee T. Odulio, VP for Professional Development and Relevance Sustainability; Ms. Cecilia C. Carandang, VP for Community Development; Ms. Catherine E. Lopez, VP for Stakeholder Services; Mr. Joselito G. Diga, VP for Capacity Building; Mr. Kurt Kenneth W. Dayrit, VP for Partnership with Regulators and Professional Organizations; Ms. Wilhelmina C. Cuico, Executive Director; and Atty. Walter L. Abela, Jr., Ex-Officio.

The turnover ceremonies ensued where outgoing President, Atty. Walter Abela, Jr., presented the bell and gavel, then the ACPACI flag to incoming President, Mr. Apat C. Martinez, thus honorably transferring the authority and responsibilities from the former to the latter, Mr. Martinez, who wholeheartedly accepted.

Inaugural Speech

In his inaugural speech, the newly sworn-in President, Mr. Apat C. Martinez, presented his vision, set forth his goals and future strategy for ACPACI under his leadership. He identified the key result areas (KRA) to focus on as the Association gears up for 2022. They are: Capacity Building, Membership and Shareholder Services, Professional Development and Relevance Sustainability, and Community Development and Social Responsibility. He enjoined the Officers and Directors to be "committed to promoting subject matter expertise through research, seminars, discussions and dynamic exchange of knowledge amongst ourselves. Let us never get tired of assisting our members in addressing their professional development through continuing learning."

// Even if we have the best laid plans, and the bright people to carry them out, we may not be able to do more and achieve more if we do not know what to prioritize and focus on."
--Apat C. Martinez, Jr.

Mr. Martinez acknowledged the importance of sustaining one's integrity in the work environment, and ethics and professionalism go together, and urged the audience to look and act with legal, ethical and honest intent, among others. He culminated his speech with a quote from famous leadership author and motivational speaker, Mr. Jack Canfield, "Smart leaders believe only half of what they hear. Discerning leaders know which half to believe." Mr. Martinez declared that with so many (unfiltered) ideas around, we ought to have this capacity to discern what's relevant and what's not for the organization. He also called on the need for change-- "to rethink our strategies, create fresh models of engagements," as we get ready to take on opportunities to develop ourselves.

Induction of Chairpersons, Co-Chairs, and Advisers

Afterwards, the Chairpersons, Co-Chairs, and Advisers were inducted by Hon. Noe G. Quiñanola. They were: Atty. Cesar Ylagan, Chairperson for the

Continued on page 8

ACPACI Convenes First Virtual Town Hall Meeting

The Association of Certified Public Accountants in Commerce & Industry (ACPACI) convened its first virtual Town Hall meeting last February 19, 2022. In this gathering, each of the Committees and Clusters presented their plans, programs and strategy for the year and their rollout schedule.

The meeting kicked off with a short and succinct message from ACPACI's incumbent President, Mr. Apat C. Martinez. He welcomed all of the attendees and expressed his gratitude for giving their time and efforts to participate and share their ideas in the eventful meeting. He said that he's excited to hear the plans the Committees have laid out for the Association, and he also recognized that those plans were "geared towards the promotion and advancement of our organization, our sector, as well as the general well-being of our members and our stakeholders."

The Town Hall meeting, *albeit* online, provides a safe virtual space to share ideas and a chance to open up meaningful conversations, offer valuable insights, and to engage in consultative sessions. It is also a platform where the officers and committee members could craft creative solutions and draw up action items whenever there are challenges and issues that crop up along the way.

“ WE SHOULD ALWAYS LOOK AT SITUATIONS WITH A SILVER LINING WHERE WE CAN HELP, WHERE WE CAN CONTINUE TO GIVE BACK, UPLIFT LIVES, AND MAKE A DIFFERENCE.
”
-Apat C. Martinez

Also, part of the program was the presentation of ACPACI Budget by current Treasurer, Ms. Katherine U. Sobremonte, she also acted as the facilitator during the presentation

proper of the Committees/Clusters. Past ACPACI National President and Asean Federation of Accountants (AFA) President, Dean Estelita Aguirre, graced the assembly and delivered her inspirational message to the attendees. Ms. Cecile Carandang led the invocation, Mr. Raymund Berja and Mr. Loudie Jay Fulguera delivered the welcome and closing remarks, respectively. The Town Hall meeting was hosted by Ms. Anna Lisa Chua-Dycaico.



PLANNING AHEAD.

President Apat Martinez, (leftmost, second row) initiated a virtual Town Hall Meeting, which is a collaborative process, last February 19, 2022, wherein he requested the different Committee Heads to present and share their plans, goals, objectives and strategic priorities for 2022.

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WEBINAR SERIES – Part 1 TAX Matters

ACPACI Kickstarts *Start Strong, Finish Stronger* Webinar Series

The Association of CPAs in Commerce & Industry (ACPACI) is pleased to present its **Start Strong, Finish Stronger** webinar series. This 2-part series covers various aspects of “Tax and Accounting Updates and Year-end Reminders.” This symposium kickstarts the series of other webinars, seminars, and conferences lined-up for this year under the Association’s newly reimagined Professional Development and Relevance Sustainability Committee.

The first installment of the webinar was held this afternoon of February 24, 2022. It was a well-attended event, with 349 participants from 108 companies. This is in keeping with ACPACI’s commitment to power up its members professional development and maintain their competitive edge, and to better prepare and equip them during the busy season, so that tax and audit compliance need not be a bugbear. At the same time, proceeds from the 2-part webinars are allocated for the benefit of ACPACI’s scholarship projects.

The resource speaker, Atty. Tristan Lopez, Director of Deloitte Philippines,

provided a comprehensive and intelligent discussion on the topic, “Tax Matters,” the first part of the webinar series. Atty. Lopez won the audience with the way he discussed his lecture deep diving on tax updates, he was very conversational and illuminating. He wisely (and gamely) answered some of the participants queries in the Q and A portion of the program, which immediately ensued after he finished his session.

ACPACI members can look forward to the second installment of the webinar, which will be held on March 11, 2022, with the topic, “Accounting Matters”. This will be presented by Mr. Dennis Malco, Partner of PwC Phils., Isla Lipana & Co.

The Board of Directors, Officers, Committee Chairs and Co-Chairs, led by President Apat Martinez, Jr., have worked together to ensure the success of the program. Ms. Menchie Marcos, Chair for Fellowship and Sports was the emcee, while, VP for Professional Development & Relevance Sustainability, Ms. Floredee Odulio, delivered her intuitive and warm welcome to the panelists and guests. Mr. Marvin Madrigalejo, Chair for Professional Development & Relevance Sustainability, introduced Atty. Lopez to the online plenary in an enthusiastic approach.

ACPACI capped the event by awarding its certificate of appreciation to Atty Lopez, and a closing remarks delivered by its Executive Vice President, Mr. Raymund Berja.

WEBINAR SERIES – Part 2 ACCOUNTING Matters

ACPACI Hosts Accounting Matters Seminar, Wraps-Up Start Strong, Finish Stronger Webinar Series

The Association of Certified Public Accountants in Commerce & Industry (ACPACI) hosted a virtual **Accounting Matters** Seminar last March 11, 2022. This course is the second and the last installment of the 2-part **Start Strong, Finish Stronger** webinar series, which the Association has initiated to prepare its member and attendees for the upcoming tax and audit season and to stay ahead of the curve.

ACPACI invited Mr. Dennis Malco, Partner of PwC, Isla Lipana & Co., to facilitate the workshop. Aside from lecturing on accounting updates, he also provided a general overview of the common themes of regulatory inspection findings and other PFRS/ IFRS pitfalls. His Accounting Updates presentation covered a variety of topics: Financial Statement Classification, Revenue and Fair Value Disclosures, Updates on PPE/Investment Property, Onerous Contracts, Covid-19 Related Rent Concession Amendments, and Cloud Computing, among others.

He also made his presentation more exciting and interactive through an “Accounting Quiz-esque” session, wherein he provided in-text examples and questions, which the 250 plus attendees have gamely answered. This aimed to help demonstrate to the participants the practical application and to reinforce their understanding of the concepts and updates that had just been presented. The session concluded with the usual Q & A portion, and Mr. Malco sagely answered questions thrown in by the audience.

Mr. Apat C. Martinez, the president of ACPACI, awarded the Certificate of Appreciation to Mr. Malco as a token for leading the session and sharing his time, knowledge and expertise on Accounting Matters. There was a joint photo op with Mr. Malco, the ACPACI officers, panelists and participants snapped up by the Secretariat to capture the zoom meeting moment.

ACPACI
ASSOCIATION OF CPAs IN COMMERCE AND INDUSTRY

WEBINARS

START STRONG, FINISH STRONGER: TAX & ACCOUNTING UPDATES AND YEAR-END REMINDERS

Part 1: TAX MATTERS
February 24, 2022 | Thurs | 3 – 5 PM

MR. TRISTAN LOPEZ
Tax Director, Deloitte Phils. Navarra Amper & Co.

Part 2: ACCOUNTING MATTERS
March 4, 2022 | Fri | 3 – 5 PM

MR. DENNIS MALCO
Partner, PwC Phils. Isla Lipana & Co.

P200.00 FOR 2 SESSIONS
For the Scholarship Project of ACPACI

With CDP Units under Self-Directed Learning

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Celebrating the Centenary Anniversary of the Accountancy Profession in the Philippines
Celebrating the Past, Transforming the Present, Shaping the Future

Ms. Anna Lissa Chua-Dyaico, ACPACI Secretary, delivered the Welcome Remarks, while Ms. Catherine E. Lopez, VP for Other Stakeholders’ Services, gave her Closing Remarks. The cute and bubbly Ms. Menchie M. Marcos was the designated emcee of this Part 2 and last installment of webinar series. Part 1 of the series, **Tax Matters**, was held last February 22, 2022 with Mr. Tristan Lopez, Tax Director of Deloitte Philippines, as the guest speaker.



Outstanding CPA in Commerce & Industry



Unstoppable. Fueled by a Fire to Lead.

ACPACI President, Mr. Apat C. Martinez, (Above) is the recipient of the 2021 Outstanding CPA in Commerce & Industry Award, an honor bestowed by the Philippine Institute of Certified Public Accountants (PICPA). President Apat is truly apt to lead ACPACI with his unstoppable mindset and unparalleled drive to serve and to make a difference.

[#WeAreProudOfYouPresidentAphat](#)



Birthday with the President



Best Birthday Gift Ever.

President Apat Martinez spent his birthday on February 5, 2022 with the orphans of White Cross Orphanage in San Juan City. Mr. Martinez, with the help of the Social Involvement Committee officers, Ms. Cecille Carandang, Ms. Wennie Lemen, Mr. Al Casas and Mar. Noel Ang, distributed food packs and bag of goodies and school supplies to the children and residents of White Cross.

Celebrating his birthday with the kids was an act of gratitude for all the blessings he has been receiving, and the best gift ever he received was the grace from the Almighty God, for giving him the opportunity to be a bigger blessing to others.

[#WeAreProudOfYouPresidentAphat](#)



Meeting with the Central Luzon Chapter



A Time to Bond.

Before the virtual 2nd General Membership Meeting started and in spite of his busy schedule, President Apat C. Martinez, took the time to meet and bond with the ACPACI Central Luzon (CL) Chapter Board of Directors and Officers lead by the Chapter President, Atty. Aristeo R. Cruz, last June 30, 2022.

[#WeAreProudOfYouPresidentAphat](#)



Parangal San Mateo



A Host and a Juror.

President Apat C. Martinez, (2nd from left) with the VIPs of the accounting profession posed for a photo op during the Parangal San Mateo held at the Manila Hotel on June 28, 2022.

Aside from being one of the hosts, President Apat also served as one of the jurors who selected this year's recipients of the award. The Parangal San Mateo is given to outstanding and exemplar CPAs in their respective fields, who have greatly impacted the accountancy profession through their inspiring and transformative leadership.

[#WeAreProudOfYouPresidentAphat](#)

ACPACI Holds 1st GMM and PQF Forum

The Association of CPAs in Commerce & Industry (ACPACI) held its first General Membership Meeting (GMM) last March 24, 2022, 1:30 pm, via Zoom, and organized a forum entitled, “Real Talk- Tackling the Issues and Challenges of the Philippine Qualifications Framework (PQF) in Commerce & Industry Sector,” which deep dived into the subject, PQF, its impact, and addressed the pervading concerns and questions around it.

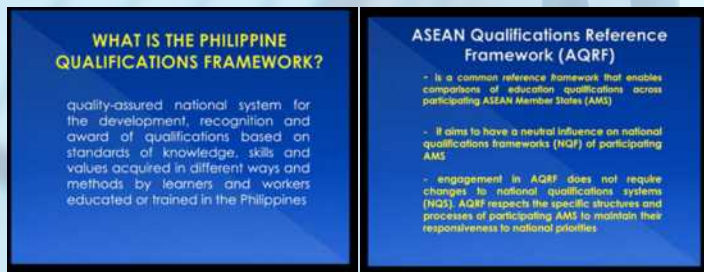
The first GMM was a significant happening attended by around 195 ACPACI members and guests from different companies. It was enriching and informative as the Association featured quality and eminent speakers in the lecture proper and in the panel discussion. First, Hon. Noe G. Quiñanola, Chairperson of the Professional Regulatory Board of Accountancy (PRBOA), made a comprehensive presentation of the relevant topic of PQF, and then, he joined the other esteemed guests in the panel discussion who also gave their insights on the aforesaid matter. They were: Hon. Arlyn S. Villanueva, Member of PRBOA; Dr. Patricia M. Empleo, PhD, Dean, University of Sto. Tomas and Chair, PICPA Academy Committee; Dr. Flong M. Tugas, PhD, Reviewer, ReSA Review School, Inc., and Chair, Professional Development Committee; and Ms. Consuelo O. Cadelina, Vice-President, SM Retail, Inc., Member, PICPA PQF Technical Working Group (TWG) for Commerce & Industry. Ms. Cadelina is the ACPACI past president 2013.

What is PQF? What is AQR?

In his speech, Hon. Quiñanola gave 1) a thorough and extensive introduction and overview of the PQF Program specifically for the CPAs, and 2) he reported its status and where we are right now, as the learning outcomes of his presentation. In his lecture, he explained the PQF concept, which is a “quality-assured national system for the development, recognition and award of qualifications based on standards of knowledge, skills and values acquired in different ways and methods by learners and workers educated or trained in the Philippines.” PQF is competency-based and labor market driven, and an assessment-based qualification recognition.

The PQF was adapted to have uniformity of qualifications between nations, so that we could achieve mobility among professionals, and also there was a demand for comparability of skills, so that the skills available in one country could also be useful in another country. Dr. Quiñanola added that if we were already experts in the local scenario, then we could actually move out and compete globally.

Hon. Quiñanola explained that if we wanted to compete globally, we have to be more competent in our chosen field/s so that we could be recognized, in terms of our values, our talents, and our competencies (and eligibility). He also said that the PQF’s qualification system was well-structured that a level could be granted upon achieving slash attaining certain criteria. The PQF also promoted the importance of life-long learning and that it gave importance and validation of the non-formal education, that it was not only the formal, academic education that was given credit but also the non-formal education track as well.



He also enumerated the objectives and the role and effects of the AQR once they were implemented in his power point presentation, which he showed to the attendees:

PQF, Where Are We Now?

He concluded his presentation by apprising the participants of the PQF

status. He said that the PRBOA has already submitted the resolution so they could proceed to the next stage such as the drafting of resolution and guidelines in the implementation of the CPSP for Accountancy and the creation of Specialty Societies, as well as the formulation of the criteria, so that the PRBOA could finally commence with the program. PRBOA wanted to implement the PQF soon because the other professions have already started the roll out of their respective PQF programs.



Panel Discussion

The second part of the program, after the lecture of Dr. Quiñanola, was the panel discussion. This segment was intended to address some of the challenges and issues in the implementation of PQF in the Commerce & Industry sector, and it also aimed to provide guidance in the Commerce & Industry practice to ensure seamless and smooth implementation of the PQF Program in the Accountancy profession. As previously discussed, joining Dr. Quiñanola in the panel were Dr. Patricia Empleo, Hon. Arlyn Villanueva, Dr. Flong M. Tugas, and Ms. Consuelo Cadelina.



The PQF Panelists. (Above, from left to right) Hon. Arlyn Villanueva, Hon. Noe Quiñanola, and Dr. Patricia Empleo (Below, left to right) Ms. Consuelo Cadelina and Dr. Flong M. Tugas



Zoom-setters! ACPACI members and officers, who became adept in joining online meetings, gathered together via Zoom to participate in the 1st GMM focusing on the PQF.

It was discussed in the session, among others, how the PQF could help the employers/ companies in hiring their employees. Dr. Quiñanola sagely answered that could spell the difference because when you hire somebody, you are practically hiring a stranger, and your first line of defense is to know the applicant’s talents and competencies, and the PQF could help the said employer if the applicant is qualified for employment

Continued on page 10

All Systems Go for the Accounting Profession's Centennial Celebration

Last March 17, 2022, the Professional Regulatory Board of Accountancy (PRBOA) has launched the year-long celebration of the **Centenary of the Accountancy Profession in the Philippines**, with the theme, **"Celebrating the Past. Transforming the Present. Shaping the Future."** at the Manila Hotel. This was the first major in-person Accountancy event to be held since the COVID-19 pandemic. The Accountancy profession will turn 100 years old on March 17, 2023, exactly one year after the launch.

The 100-year celebration kick-off, as spearheaded by PRBOA, was also in collaboration with different accounting organizations in the Philippines: Philippine Institute of Certified Public Accountants (PICPA), led by its president, Ms. Meredith Miguel; Association of CPAs in Commerce & Industry (ACPACI), headed by its president, Mr. Aphat C. Martinez; Association of CPAs in Public Practice (ACPAPP), led by its president, Ms. Jill Santos; Government Association of CPAs (GACPA), led by its president, Atty. Tess Villafuerte, and National Association of CPAs in Education (NACPAE), headed by its president, Mr. Allan Frank Silva. ACPACI President, Mr. Aphat Martinez, also heads the Accountancy Centennial Celebration's Committee for Opening Ceremonies, Fellowship & Mass.

Reading the room, it was a special and heartwarming occasion, in spite of the global news that weighing heavily on everyone (the Russia-Ukraine conflict, the high pump prices of gasoline), because this was the first face-to-face gathering, after several online webinars and virtual celebration of accountancy events since the corona virus outbreak. It was really nice to reconnect and to see everybody in the flesh, and to be back in the world after a long period of isolation.

Many VIPs and who's who of the Accountancy world and visitors who graced the event that day: Mr. Friederic Landicho of Deloitte Phils., Ms. Marivic Espano of Grant Thornton, P&A Phils., PICPA Past president, Ms. Sonia Golez, Mr. Wilson Tan of SGV, Mr. Cocoy Tacandong of Reyes Tacandong & Co., Mr. Mike Roxas of Roxas Cruz Tagle & Co., Mr. Ramon Garcia of Ramon F. Garcia & Co. (Crowe Phils.), Mr. Wilson Tan of SGV, Ms. Geraldine Apostol, PICPA MMR Chair, and a lot more of well-known accounting figures were in the function/convention area of the historic Manila Hotel. Those who didn't make an appearance but sent in their representatives instead, were Mr. Ric Danao of PwC Phils., Ms. Sharon Dayoan of KPMG Phils., Atty. Zenaida Alcantara, Past president of PICPA, and Mr. Aldrin Cerrado, PICPA GAO Chair. Still, it's tough not to overemphasize how big of a day this was for the Accountancy profession.

PRBOA Chair, Hon. Noe Quiñanola delivered his centenary message to the audience, and Professional Regulation Commission (PRC) Commissioner, Hon. Jose Y. Cueto, Jr., likewise followed suit. PRC Chair, Atty. Teofilo S. Pilando, Jr. and SEC Chair, Emil Benito Aguro also gave their respective speeches addressed to the esteemed crowd. Indeed, the year 2022-2023 will be a busy year for the profession. The grand centenary celebration on



In Good Company. President Aphat C. Martinez (leftmost) with fellow accounting leaders and luminaries, including some of ACPACI's Past Presidents, attended the Launching of the Centenary Celebration of the Accountancy Profession at the Manila Hotel.

March 17, 2023 will be a highly anticipated event and something that we, accountants, look forward to with enthusiasm. Numerous exciting events will unfold and happen as we all gear up for this culminating

Centenary celebration next year. Hon Thelma S. Ciudadano, Vice-Chair of PRBOA and the Chairperson of the Centenary Celebration Committee, presented the timeline of activities for the Centenary celebration. She also enjoined everyone to actively participate in the programs and activities lined up by her committee, including the **Search for 100 Filipino CPAs** who are worthy of honor and emulation. The Committee sought the assistance of the different professional and sectoral organizations to administer the nomination process for each sector. Dr. Arlyn S. Villanueva, former PRBOA Member, formally closed and wrapped up the program. The accountants can also look forward to future conferences, workshops, social events, seminars, sports fests, and other relevant events, hopefully, all to be done face-to-face, during the centenary celebration period. You can find the schedule of activities updates and programming on PRBOA's website.

Afterwards, the organizers threw an after-party for the Centenary launching at the hallowed Manila Hotel. The celebrating didn't stop when the ceremony ended. The CPAs and guests let loose at the dinner/ fellowship and celebrated the first face-to-face gathering after two long years of being quarantined. They were thrilled to see everyone once again. Entertainment was provided by **Ms. Yumi Sansano**, 2019 Champion of the World Division Winner for Opera, who serenaded the audience with a medley of her Kundiman Songs, and by the **Kaisahan ng Lahi Dance Ensemble**, formerly known as Bayanihan & Ramon Obusan Folkloric Dancers, the group presented a dance performance to the soiree attendees.

This fellowship was a moment to cherish, not only because it was an opportunity to chat up and reconnect with fellow accountants, but also for the memories it conjured up. A necessary lesson for this occasion: *Carpe Diem*, seize the day! And have fun, fun, fun! Hopefully, the Accountancy profession can keep up the momentum until the centennial celebration next year and beyond, and everything is back on track.



The Stage is Set. The stage is set for the launching of the year-long celebration (and preparation) of 100 years anniversary of the Accountancy profession in the country. This event was held at the Manila Hotel last March 17, 2022, exactly one year before the profession's actual centennial year.



PAST PRESENT. Current ACPACI President, Mr. Aphat C. Martinez with ACPACI's past president, Mr. Walter Abela, Jr. in celebratory mood and raising their wine glasses. Cheers!

ACPACI Pays Courtesy Call to DTI Officials

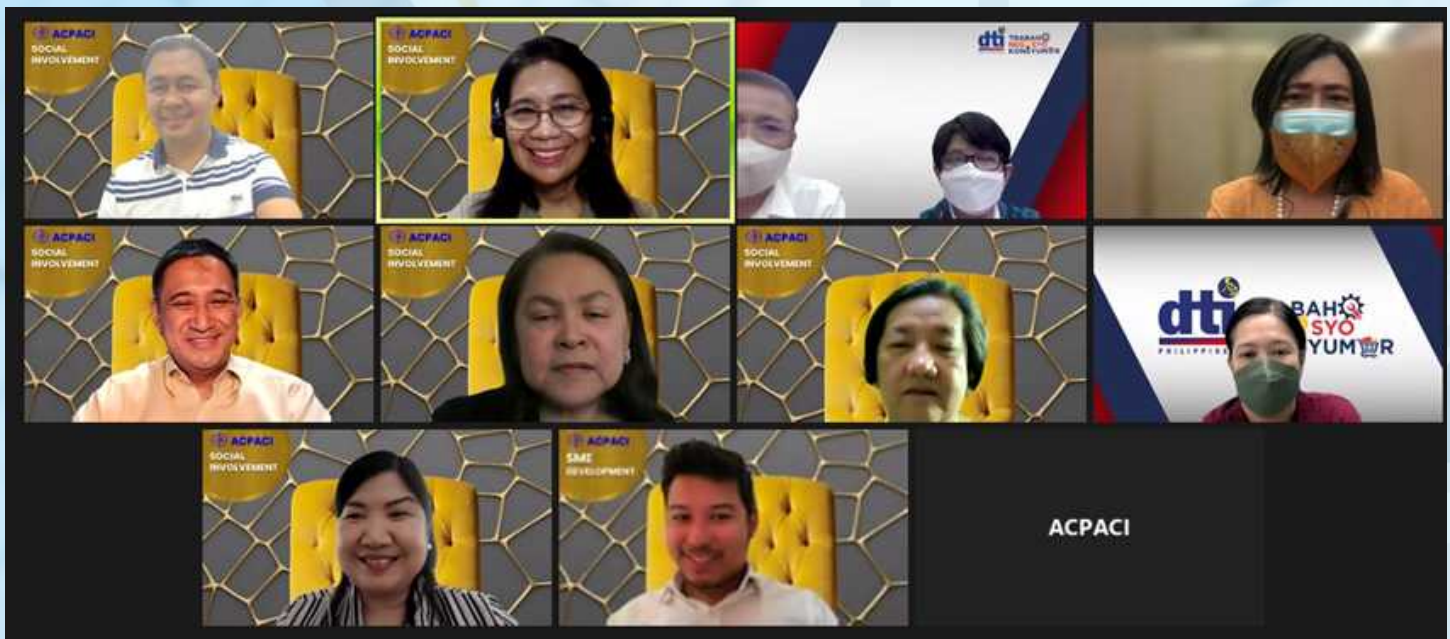
True to its commitment to empower and develop Micro, Small and Medium Enterprises (MSMEs) in the country, the Association of CPAs in Commerce & Industry (ACPACI) headed by its President, Mr Aphat C. Martinez, paid a virtual courtesy call to officials of the Department of Trade and Industry (DTI) led by Under Secretary Blesilda Lantayona on March 2, 2022.

During the virtual visit, Mr. Martinez introduced the ACPACI team, which is composed of Ms. Cecille Carandang, ACPACI's VP for Community Development; Mr. Dexter Ortega, Chair of ACPACI's Community Development Committee, and other ACPACI officers and members, which include Mr. Ray Berja, EVP; Ms Wennie Lemen, Auditor; Ms. Edith Peralta and Ms. Sonia Segovia, committee members.

The purpose of courtesy call was to forge partnership with DTI for its various projects that will capacitate and empower MSMEs. Mr. Ortega discussed the

proposed series of webinars that ACPACI has lined up to serve the needs of the MSMEs (and their stakeholders), and to guide and hone their skills in understanding their businesses such as *Financial Statement Analysis*, *Technology Summit*, *SME Summit* and *Beyond Finance and Accounting*. The proposed collaboration between ACPACI and DTI is geared toward intensifying and upgrading MSMEs role as indispensable partners in nation building.

DTI expressed its commitment to fully support all future endeavors of ACPACI, particularly in providing webinar series and consultations in the areas of accounting, finance and technology solutions that will enable SMEs become more sustainable ventures. Other DTI officers present at the meeting were Mr. Jerry T. Clavesillas, Director of the Bureau of Small Medium Enterprise Development (SMED); Ms. Emma C. Asusano, Director of Negosyo Center-Project Management Units; and Ms. Susan Mae Salonga, Chief, Policy Research Division.



FORGING PARTNERSHIP.

President Aphat Martinez, (leftmost, middle row) and some of the ACPACI officers met with DTI officials headed by Undersecretary Blesilda Lantayona (rightmost, upper row) last March 2, 2022, to discuss about collaborative projects regarding MSMEs empowerment and capacity building.

ACPACI's 2022 Virtual Induction... *from page 3*

Regulatory and Special Projects, with Ms. Ma. Elaine De Guzman, Co-Chair, and Mr. Ricky Lim, acting as the Committee Adviser; Ms. Cynthia Campos and Atty. Jecelyn Briones, Chairpersons for **Ways and Means**, with Mr. Chito Fajiculay, Co-Chair, and Mr. Julian Tecson and Ms. Ning Santos as Advisers; Ms. Flor Gorospe, Chairperson for **Professional Organizations Corporation**, with Mr. Edgardo Molina, Co-Chair, and Atty. Samuel Villacampa as Adviser; Ms. Ofelia P. Oroceo, Chair for **Election**, and Ms. Cynthia Molina as Adviser; Ms. Nanette N. Tabuac, Chair for **Publication and Website**, with Atty. Mabel L. Buted and Mr. Meynard Sandala as Co-Chairs, and Ms. Janis Maghinay as Adviser; Mr. Marvin Galang, Chair for **Digital Transformation**, with Ms. Corazon Rey, Adviser.

Mr. Marvin Madrigalejo, **Annual National Convention (ANC)** Chair, and Ms. Connie Cadeliña, Adviser; Mr. Elano Marcelo, Chair for the **Search for the Outstanding Accounting Students of the Philippines (SOASP)**, and Mr. Edward Rogel, Adviser; Ms. Meljorie A. Cruz, Chair for **Membership Development, Retention and Services**, with Mr. Mark

Roldan Villarba as Co-Chair, and Ms. Paz Malubay and Ms. Nora Aquino acting as the Committee Advisers; Mr. Danilo Navarro, Chair for **Chapter Affiliation**, with Mr. Jovito V. Gertes as Co-Chair, and Ms. Lolita Tang as Adviser; Ms. Menchie Marcos, Chair for **Fellowship and Sports**, with Mr. John Manansala as Co-Chair, and Ms. Merie De Lemos as Adviser; Mr. Marvin Madrigalejo, Chair for **Professional Development and Relevance Sustainability**, with Mr. Paul Bryan Balon and Mr. Joel Chua as Co-Chairs, and Ms. Fedna Parallag and Ms. Rebecca Arago as the Committee Advisers; Mr. Noel T. Ang, Chair for **Social Involvement**, and Atty. Betty Salvacion, Adviser; Ms. Edna Constantino, Chair for **Scholarship**, with Ms. Liza S. Glodoviza as Adviser.

Prior to the Induction proper, a Eucharistic mass was held and officiated by Fr. Jerry Orbos, SVD. Other highlights of the gathering were the presentation of the 2022 Theme and ACPACI logo, an intermission number from Ms. Yolly Rota from the ACPACI Central Luzon Chapter. Lastly, Ms. Katherine Sobremonte capped the momentous event by delivering the closing remarks.

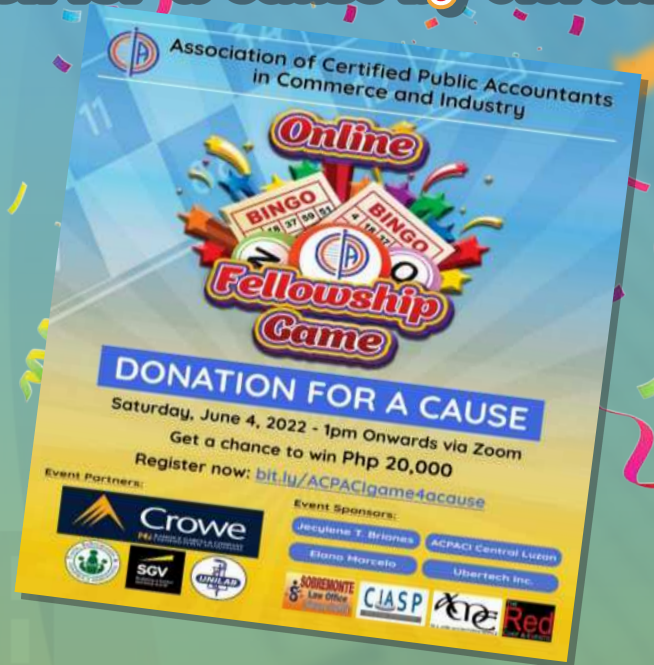
A Big Day of Giving: Donation for a Cause by ACPACI

On June 4, 2022, Saturday, the Association of CPAs in Commerce and Industry (ACPACI), led by its Ways and Means Committee, hosted an online bingo fellowship game, dubbed as Donation for a Cause, via Zoom. The game began at 1:00 p.m. and lasted for more than four hours. The attendees, consisted of ACPACIans, family members, and friends, played ten games of bingo with the opportunity to win cash prizes from P1,000 to P20,000 – the grand prize.

For a donation of P500, a player was entitled to get one (1) game card which could be used for all of the ten (10) rounds of bingo games. The participants were encouraged to purchase as many game cards as they want to increase their chances of winning.

The Donation for a Cause aimed “to support CSR (corporate social responsibility) projects of ACPACI (like its scholarship program), to help the economically challenged, to fulfill our share in saving the environment, and to uplift the general well-being of the communities that the Association has chosen to serve,” said by ACPACI National President, Mr. Apat C. Martinez, during his inspirational speech, prior to the start of the bingo game proper.

President Apat likewise expressed that the Donation for a Cause was also an opportunity for the members, family and friends to gather together, *albeit*, virtually, for an afternoon of absolute fun and excitement. He also gave his thanks to the ACPACI officers and members, including those in ACPACI Central Luzon Chapter, as well as the event sponsors for their unwavering support.



President Apat C. Martinez happily delivering his inspirational speech about touching lives and making a difference to the Donation for a Cause participants.

Ms. Kathie Sobremonte, ACPACI Treasurer and Ms. Minette Ame of PICPA were the designated bingo gamemasters. Before the online game, Ms. Sobremonte explained elaborately the mechanics and the rules of the game to the attendees. When a bingo round had more than one winner, a tie breaker was played via a wheel of game card numbers. The first winning game card would bring home 70% of the prize pot, while the second winning game card, the remaining 30%.

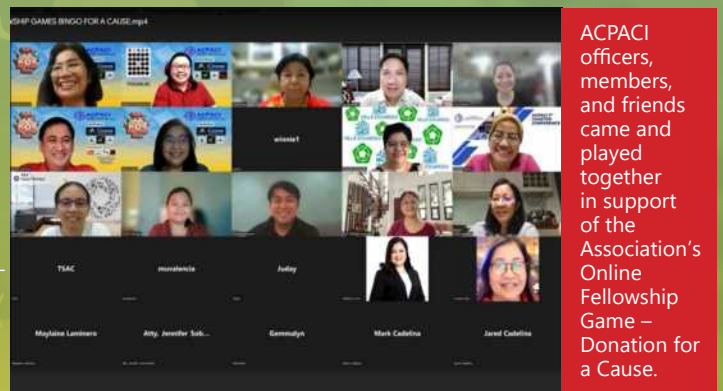
To make the games more exciting, different bingo patterns were played from the simple “cross” sign to the “A-C-P-A-C-I” letters, and lastly, the full house/ full block pattern, where every available space on the bingo card had to be covered. The full house was the grand prize of P20,000, which was won by Ms. Cathy Lopez, ACPACI’s VP for Stakeholders’ Services.

In between bingo games, Ms. Sobremonte raffled off five (5) P500 worth of GCash to the players. Hence, at the end of the day, most of the attendees left the fellowship game with their winnings. Almost everyone won: ACPACI, its members and friends who played, and the beneficiaries of the Association’s socio-civic projects. ACPACI, through its fundraising activity: Donation for a Cause is, indeed, touching lives and making a difference.

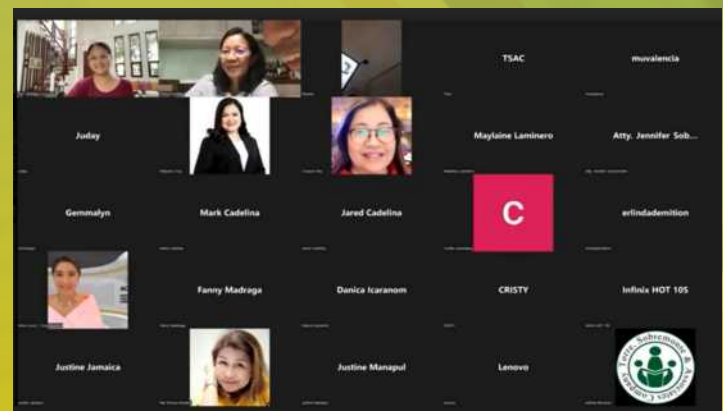
What a big day for giving!



ONE LUCKY LADY
Ms. Cathy Lopez (second frame from the top), ACPACI VP for Stakeholders’ Services, bingo-ed her way to the jackpot, amounting to P20,000.



ACPACI officers, members, and friends came and played together in support of the Association’s Online Fellowship Game – Donation for a Cause.



Cebuana Lass from USC is the 23rd SOASP Winner

Kyra Shane B. Buhia of the University of San Carlos in Cebu emerged as the 23rd Search for Outstanding Accounting Students of the Philippines (SOASP) winner. She bested the other 24 finalists in the said competition held last May 28, 2022 via Zoom meeting.

Prior to the grand finals, Kyra Shane also outscored the other contestants by garnering the highest points in the qualifying exam, which was participated in by 254 students from 68 universities and colleges across the country. She was awarded a plaque of recognition as the student with the "Highest Overall Score," and P10,000 cash prize.

Based on the scores in the qualifying exam, the organizers narrowed down the contestants to 25, who would move on to compete in the grand finals. The finalists faced off in the first part of the quiz bowl. They answered 50 questions of different topics: Management Advisory Services (MAS), Financial Accounting, Regulatory and Conceptual Framework, Accounting Theories and problem-solving questions. The scores were tabulated and validated by the SOASP Audit Committee.

From the 25 competitors, five emerged as the top scorers and the crème de la crème, and they qualified to compete in the Question-and-Answer portion of the contest. It was amazing to note that all the five finalists came from the University of San Carlos in Cebu! The questions came from the three judges: Mr. Apat C. Martinez, ACPACI National President and the Chairman of the Board of Judges; Mr. Asser Tamayo, Sectoral Director for Education, PICPA; and Ms. Lea Roque, Corporate Secretary of P&A Foundation.

The judges asked each of the Top 5 finalists three diverse questions/topics about Environment, Social and Government (ESG) criteria, its adoption and compliance, a situational business question regarding tax evasion, and their view point on the proposed amendment in the Accountancy Law-- this new requisite of having at least two years of meaningful experience in the field of accountancy prior to taking the CPA licensure exam.



TOPNOTCH

Kyra Shane Buhia of USC took the top spot in the 23rd SOASP Quiz Bee last May 28, 2022. She impressed the judges with her wit and calm demeanor during the TOP 5 Q & A portion, and outscored the other participants in the qualifying exam. She's a perfect combination of beauty and brains.

The five finalists were judged based on their communication skill, the substance of their answer and their poise and demeanor while delivering their answers. They were all articulate and eloquent, they've shown their authentic self, and they've impressed the judges hook, line and sinker. After combining their quiz bowl and Q and A scores, the TOP 5 and their respective ranking and school are as follows:

- First Place: Kyra Shane B. Buhia, USC
- Second Place: Jenzel John Longno, USC
- Third Place: Rica Mae Albiso, USC
- Fourth Place: Leonelle Lambo, USC
- Fifth Place: Filna Quiño, USC

They've all received plaques of recognition and cash prizes as well as the school/ university they represented. In this case, USC swept all of the Top 5 awards. Also, each of the 25 finalists, likewise, received a plaque of appreciation and P5,000 cash. Other highlight of the program was an audio-visual presentation of teachers, coaches and friends, from the participating universities and colleges, delivering their inspirational messages to the finalists

The 23rd SOASP was spearheaded by Punongbayan & Arullo Foundation, in partnership with the Association of CPAs in Commerce and Industry (ACPACI) and the Philippine Institute of CPAs (PICPA). It is a yearly gathering and a friendly competition of the best and the brightest accounting students from different tertiary schools. It aims to enhance their technical knowledge of Accounting and other related subjects, and to deepen their understanding and awareness of accounting issues and trends, among others.

Mr. Leonardo D Cuaresma, Jr., Trustee of P & A Foundation; and Mr. Wowie Roguel, SOASP Chair and P & A Partner, delivered their short messages during the program. BOA Chair, Hon. Noe Quiñanola and P&A Partner, Ms. Paz Malubay also attended the event. The quiz bowl was emceed by Ms. Meg Punay, P & A Partner.



TOP JUDGE

ACPACI President, Mr. Apat C. Martinez, served as the Chairman of the Board of Judges at the 23rd SOASP, which is an annual project of P&A Foundation, Inc. in collaboration with ACPACI and PICPA.

ACPACI Holds 1st GMM... from page 6

or not. With the PQF certification and levelling, an employer could hire the best one to fill in the position.

President's Time and Other Highlights

After the enriching, informative and helpful session, the Certificates of Appreciation were awarded to the distinguished moderators by ACPACI President, Mr. Apat C. Martinez, who, prior to the lecture of Dr. Quiñanola, delivered his opening remarks and reported his accomplishments for the first quarter of 2022 to the members. Mr. Loudie Jay L. Falguera, VP

for Membership Services, introduced the new ACPACI members, their induction, as advised, would be done in a separate program.

To make the GMM more exciting and more fun, the Fellowship and Sports Committee, chaired by Ms. Menchie Marcos, who also hosted this event, prepared a *Bring Me* game for the online attendees. Ms. Anna Lisa C. Chua-Dycaico, ACPACI Secretary, introduced the PQF resource speaker, Hon. Quiñanola. Ms. Floredee T. Odulio, VP for Professional Development and Relevance Sustainability, introduced the Real Talk- PQF panelists, and Ms. Catherine E. Lopez, VP for Stakeholder Services wrapped up the program with her closing remarks.

ACPACI's GMM2: Spotlight on MSMEs

On June 27, the world observed the Micro, Small and Medium-sized Enterprise (MSME) Day 2022. In line with this, the Association of CPAs in Commerce & Industry (ACPACI) held its virtual 2nd General Membership Meeting (GMM), putting the spotlight on MSMEs, headlined as: **"Empowerment and Opportunities for Micro, Small and Medium Enterprises,"** on June 30, 2022.

Did you know that MSMEs represent around 90% of global businesses, more than 60% of employment, and 50% of the gross domestic product (GDP) worldwide? They are the economic lifeblood of communities around the globe. These data were imparted by UN Secretary-General Antonio Guterres in his message on MSME Day (June 27), and were, likewise, shared by ACPACI VP for Capacity Building, Mr. Lito Diga in his welcome remarks.

The first resource speaker was Ms. Arlene P. Martinez, President and CEO of Aggregator Shipping Platform Philippines. Her presentation was about the "Opportunities MSMEs in the ASEAN Region." Being an entrepreneur herself, Ms. Martinez shared the opportunities present for entrepreneurs, and the trends in entrepreneurship, such as the rise of *solopreneurship* and *womenpreneurship*. She also said that with the COVID-19 pandemic as the impetus, we've embraced e-commerce and digitalization even for mundane



transactions like paying a "taho" vendor using the GCash application.

As for economic output, she said, 68% of our exports were from MSMEs and more of these ventures were crossing borders, Asian-wide. One Asia, One Economy is happening. In terms of "Humane Entrepreneurship," she opined that there's an ongoing change in mindset and a paradigm shift in terms of business priorities. Business owners and investors not just think about their profits, but now, they prioritize the people and the planet **over** profits.

Regarding the ASEAN's future, the region is forecasted to grow its internet economy to US\$1Trillion by 2030. Near-term, it is estimated to reach \$360Billion level by 2025 its e-commerce transactions, with this, Ms. Martinez emphasized the MSMEs opportunity to take a piece of that \$360Billion pie. She also discussed, among others, the several Local Government Units (LGUs) and private organizations that were helping the MSMEs in growing and sustaining their businesses, like the DTI, GoNegosyo, USAID, ACSB (Asian Council for Small Business Philippines), etc. The latter, ACSB, is helping the small businesses in the aspects of capacity building, financial inclusion, access to funds and new markets, network and linkages, and sustainability.

The open forum immediately ensued after Ms. Martinez' lecture. It was moderated by Ms. Analisa Chua-Dyaico, ACPACI Secretary. Later, Ms. Martinez was awarded a certificate of appreciation and token for sharing her time, wisdom and expertise as an entrepreneurship guru with the members,

by ACPACI National President, Mr. Aphant C. Martinez.

In the afternoon session, during the President's Time segment, Mr. Martinez presented a short AVP showcasing his achievements and accomplishments during the first half of his term, and his future projects and activities in the next half. Major forthcoming events include: the Accountancy Week Celebration (AWC) on July 20, 2022, this is a hybrid program – face-to-face at the Edsa Shangrila, and online via Zoom; and the Annual National Convention (ANC) in Boracay on October 14 -16, 2022.

There were two more topics presented in the afternoon, first was **"Economic Briefing for MSMEs,"** by Mr. Michael Ricafort, Chief Economist of RCBC (Rizal Commercial Banking Corporation). Mr. Ricafort spoke about the state of the Philippine economy and relevant topics to MSMEs before the 168 participants of GMM2. Mr. Elano Marcelo, SOASP Chair handled the open forum afterwards.

The last topic was **"Driving MSME Growth through Transformative Digitalization,"** by Mr. Ernesto Boydon, Founder and CEO of Cyber Optimus Philippines, Inc. Mr. Boydon, in his lecture, gave pointers on how MSMEs could succeed in their digital transformation and discussed, among others, the Davidic growth paradigm, a *"framework for transformative digitalization leading to exponential growth."* Ms. Rowena Lemen, ACPACI Auditor, facilitated the Q&A portion.



Other activities and highlights of 2nd GMM were the Induction of New Members and the Fellowship- Raffle and Games. Mr. Ray Berja, ACPACI EVP, gave his closing remarks. The program was hosted by Mr. Allan A. Palacio, ACPACI VP Operations, in the morning and Ms. Menchie M. Marcos, Fellowship and Sports Chair, in the afternoon.

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